



DEPARTMENT OF THE NAVY
NAVY RECRUITING COMMAND
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002SD
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COMNAVCRUITCOM INSTRUCTION 5400.1G

From: Commander, Navy Recruiting Command

Subj: NAVY RECRUITING COMMAND ORGANIZATIONAL MANUAL

Ref: (a) BUPERSINST 5400.9
(b) BUPERSINST 5450.16
(c) Deputy (CNP) ltr of 17 Dec 01

Encl: (1) Navy Recruiting Command Organization Manual

1. Purpose. To issue enclosure (1) as the revised organization for the Navy Recruiting Command (COMNAVCRUITCOM) in accordance with reference (a).

2. Cancellation. COMNAVCRUITCOMINST 5400.1F. Due to numerous changes, marginal notations are not included. This instruction should be reviewed in its entirety.

3. Authority. On 6 April 1971 the Secretary of the Navy approved the establishment of the Navy Recruiting Command and assigned command and support to the Chief of Naval Operations. The Chief of Naval Operations further delegates command and support responsibility to the Chief of Naval Personnel. Reference (b) provides the mission and functions of the Navy Recruiting Command.

4. Chain of Command

Echelon Chain of Command

1	Chief of Naval Operations
2	Chief of Naval Personnel
3	Commander, Navy Recruiting Command
4	Commanders, Navy Recruiting Regions
4	Commanding Officer, Navy Recruiting Orientation Unit
5	Commanding Officers, Navy Recruiting Districts, Navy Reserve Recruiting Areas and Career Information Teams Atlantic and Pacific

5. Scope and Content. The organization manual documents the organizational structure, functions and major responsibilities of Navy Recruiting Command Headquarters, Navy Recruiting Regions and Navy Recruiting Districts and the Navy Recruiting Orientation Unit. This instruction assigns responsibilities and prescribes the procedure for effecting changes to ensure that material contained in the manual is kept current.

6. Responsibilities

a. COMNAVCRUITCOM Headquarters Department Directors, Special Assistants, and Staff Officers will ensure that information in this manual reflecting the organizational structure and functions of their department, staff, or office is accurate and in agreement with reference (c).

b. The Director, Human Resources and Logistics Department, (N1/N4) has overall responsibility to comply with reference (a) regarding coordination and submission of proposed changes to the Navy Recruiting Command organization.

c. The Headquarters Position Classifier (N1211) will provide technical assistance and guidance in preparing recommendations for changes to the organizational structure and prepare and forward organizational change recommendations to the Chief of Naval Personnel. N1211 and Management Services Division (002SD) will coordinate, process, and issue changes to this manual.

d. Commanders or Commanding Officers of Navy Recruiting Command field activities should submit any organization-related input to N1/N4.

7. Organizational Changes. Enclosure (1) to reference (a) provides information regarding organization guidelines and should be consulted prior to submitting proposed organizational changes. All recommended changes shall be submitted in writing to the Commander via the chain of command including N1/N4 and the Management Services Division. A proposed change may be implemented only after it has been approved by the Commander, Navy Recruiting Command. In situations where a proposed change will result in a requirement for a change to OPNAV 1000/2, Manpower Authorization (Military or Civilian), a decision will be obtained on the proposed organizational change prior to initiating a request for change to the Manpower Authorization.

8. Format of Organization Charts. Organization charts included in this manual are based on the latest COMNAVCRUITCOM organization approved by reference (c) and illustrate the standard format to be used in portraying the organizational structure. Deputies/assistants, secretaries, and administrative assistants are not normally charted.

9. Organizational Coding. The coding guidelines given below are those currently in use by activities under the organizational command of the Chief of Naval Personnel. Navy Recruiting Command field activities may continue to use current coding procedures. To provide for uniformity in assigning organizational codes to COMNAVCRUITCOM Headquarters Departments, Staff Assistants, or Offices, the following codes and titles will be used:

- a. Use upper case alpha letters in all codes, e.g., N1.
- b. The following alpha designators will be used only as indicated:
 - (1) A Administrative Assistants or Secretaries
 - (2) B Officials assigned second in line of supervision, e.g., Deputies, Assistant Directors or Assistant Heads.
 - (3) O Not used
 - (4) I Not used
- c. The senior official of a department is "Director".
- d. The senior official of a division is "Director".
- e. The senior official of a branch, section, or unit is "Head".

/s/
J. L. FOWLER

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Navy Recruiting Command

Organization Manual



COMNAVCRUITCOMINST 5400.1G

July 2004

TABLE OF CONTENTS

Chapter One - MISSION, COMMANDER, DEPUTY COMMANDER (00)

Organization Chart for Navy Recruiting Command Headquarters	.1-1
Mission of the Navy Recruiting Command.1-2
Commander, Navy Recruiting Command (00)1-2
Deputy Commander (00B).1-3

Chapter Two - EXECUTIVE STAFF AND SPECIAL ASSISTANTS (00)

Organization Chart for Executive Staff/Special Assistants	. 2-1
Chief of Staff (01)	2-2
Flag Aide (001)	2-2
Flag Secretary (002).	2-3
Flag Writer (00W)	2-4
CNO Directed Command Master Chief (00E)	2-5
Diversity Advisor (00C)	2-6
Inspector General (00IG).	2-7
Equal Opportunity Advisor (00IG51).	2-9
Staff Judge Advocate (00J).	2-10
Medical Advisor (00M)	2-11
Public Affairs (00P).	2-12
Command Master Chief (00H).	2-14
Director, Navy Recruiting Liaison Detachment, Washington (00D).	2-16

Chapter Three - HUMAN RESOURCES AND LOGISTICS DEPARTMENT (N1/N4)

Organization Chart3-1
Director (N1/N4)3-2
Deputy Director, Human Resources Division (N1/N4B)3-2
Health Benefits Advisor (N1BC)3-3
Director, Military Human Resource Division (N11)3-4
Director, Civilian Human Resource Liaison Division (N12).	3-5
Director, Supply Division (N41).3-6
Director, Facilities Division (N42).3-7

Chapter Four - OPERATIONS DEPARTMENT (N3)

Organization Chart4-1
Director (N3).4-2
Deputy Director (N3B).4-3
Director, Officer Candidate School Accessions Program	
Division (N31)4-4
Director, Enlisted Procurement Division (N32).4-6
Director, Nuclear Field and Submarine Programs	
Division (N33)4-8
Director, Officer Indoctrination School Accessions Program	
Management Division (N34).4-9
Director, Operations Policy, Programs and Reporting	
Division (N35).	4-10
Director, Processing and Collegiate Program Support	
Division (N36)4-12

Chapter Five - STRATEGIC PLANS, ANALYSIS AND RESEARCH DEPARTMENT **(N5)**

Organization Chart5-1
Director (N5).5-2
Director, Operational Analysis Division (N51)	5-3
Director, Modeling and Analysis Group (N511).	5-3
Director, Current Operational Analysis Group (512).	5-5
Director, Research Studies and Market Analysis	
Division (N52).	5-6
Director, Research and Studies Group (N521)	5-7
Director, Market Analysis Group (N522).	5-9
Director, Legislative and Resource Planning Division (N53).	5-10
Director, Enlistment Incentives Group (N531).	5-11

Chapter Six - INFORMATION TECHNOLOGY AND COMMUNICATIONS **DEPARTMENT (N6)**

Organization Chart6-1
Director (N6).6-2
Deputy Director (N6B).6-3
Information Systems Security Manager (ISSM) N6C)6-4
Director, Network Services Division (N61).6-6
Director, Applications Services Division (N62)6-8
Director, Resource Support Division (N63).6-10
Director, Information Technology Support Division (N64).6-12

Chapter Seven - TRAINING AND QUALITY ASSURANCE DEPARTMENT (N7)

Organization Chart	7-1
Director (N7).	7-2
Deputy Director(N7B).	7-3
Director, Quality Assurance Division (N71).	7-3
Director, Training and Standardization Division (N72)	7-4
Officer in Charge, Navy Recruiting Orientation Unit (N7N) . .	7-5
Director, Administrative/Logistic Support Office (N7ND). . .	7-7
Director, Enlisted Recruiting Orientation Division (N7N2). .	7-7
Director, Navy Recruiting Leadership Academy Division (N7N3)	7-8

Chapter Eight - COMPTROLLER (N8)

Organization Chart	8-1
Comptroller (N8)	8-2
Deputy Comptroller (N8B)	8-3
Director, Program Budget Division (N81).	8-3
Director, Financial Execution Division (N82).	8-4

Chapter Nine - ADVERTISING AND MARKETING DEPARTMENT (N9)

Organization Chart	9-1
Director (N9).	9-2
Deputy Director (N9B).	9-3
Advertising Financial Manager (N9C).	9-4
Director, Recruiter Support Division (N91)	9-5
Director, Local Advertising and Leads Division (N92)	9-5
Director, Interactive Marketing Division (N93)	9-6
Director, Creative Production and Visual Information Division (N94)	9-7
Director, Advertising and Marketing Plans Division (N95) . .	9-8
Director, Printing and Distribution Division (N96)	9-10

Chapter Ten - Reserved for Future Use

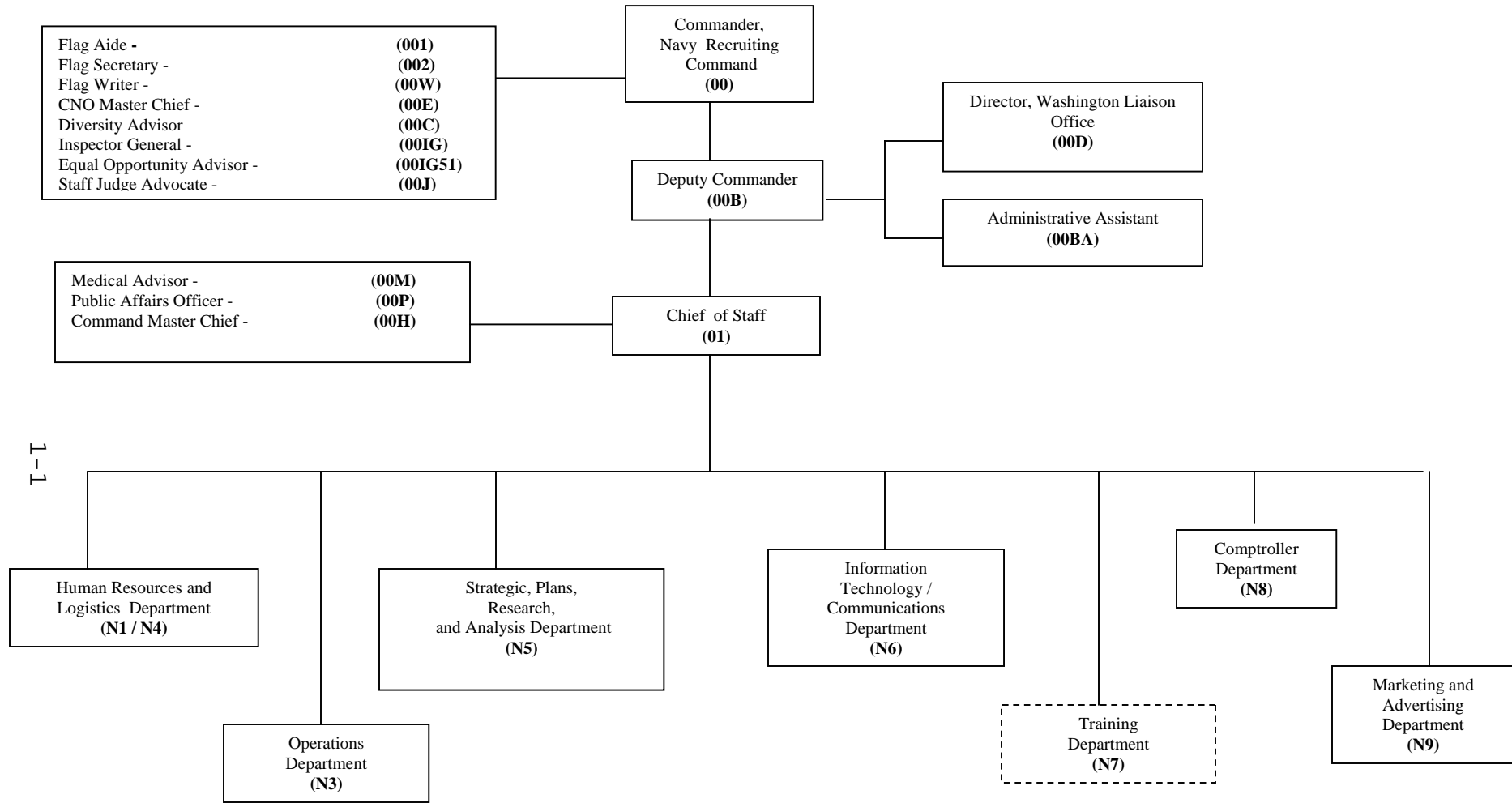
Chapter Eleven - NAVY RECRUITING REGION

Organization Chart11-1
Mission & Responsibilities11-2
Commander11-3
Deputy Commander11-5
Chief Recruiter/Command Master Chief11-8
Chief Administrator11-11
Enlisted Programs Officer11-13
Officer Programs Officer11-16

Chapter Twelve - NAVY RECRUITING NAVCRUITDIST

Organization Chart	12-1
Mission and Responsibilities	12-2
Navy Recruiting Processing Station	12-3
Navy Recruiting Station	12-3
Part Time Office	12-4
Commanding Officer (CO)	12-4
Command Master Chief (CMC)	12-7
Executive Officer (XO)	12-10
Education Specialist (ESS)	12-13
Public Affairs Officer (PAO)	12-18
Logistics Support Officer (LSO)	12-21
Operations Officer (OPSO)	12-23
Chief Administrator (CA)	12-25
LEADS Production Team Supervisor (LPTS)	12-27
Chief Recruiter (CR)	12-31
Assistant Chief Recruiter (ACR)	12-33
Enlisted Programs Officer (EPO)	12-36
Naval Special Warfare/Naval Special Operations/Air Rescue Swimmer (NSW/NSO/AIRR) Program Coordinator	12-41
Officer Programs Officer (OPO)	12-44
Nuclear Trained Officer Recruiter (NTO)	12-47
Medical Programs Officer Recruiter (MPO)	12-47
NROTC Coordinator (NROTC)	12-48

NAVY RECRUITING COMMAND HEADQUARTERS ORGANIZATION



Chapter One

MISSION, COMMANDER, DEPUTY COMMANDER

RECRUITING COMMAND MISSION

The mission of the Navy Recruiting Command is to recruit the best quality men and women, non-prior service and prior service to resource the world's greatest Navy and Navy Reserve by: (1) Maintaining an effective, motivated recruiting force, (2) Developing a consolidated, strategic organization, and (3) Executing best business practices.

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COMMANDER (00)

Function. Command the Navy Recruiting Command and recruiting activities, as assigned, for the Chief of Naval Personnel. Recruit men and women for enlisted, officer candidate, and officer status in the Regular and Reserve components of the Navy and prepare for the Secretary of the Navy documents required for original appointment to warrant and commissioned grades.

Major Responsibilities

1. Develop, implement, and manage plans and programs for the recruitment and selection of officers, officer candidates (except Naval Academy Midshipmen) in the Regular and Reserve components of the Navy.
2. Develop, implement, and manage plans and programs for the recruitment and selection of enlisted personnel in the Regular and Reserve components of the Navy.
3. Plan, develop, and maintain a national and local recruiting communications program in printed, audio, and visual media.
4. Plan, develop, procure and distribute promotional material and collateral sales material for use in Navy recruiting efforts.
5. Maintain liaison with civilian Navy-oriented organizations and individuals who have agreed to actively support Navy recruiting.
6. Coordinate recruiting-related public relations programs of mutual concern to Navy Recruiting Command and the Chief of Naval Information; Superintendent, Naval Academy; Commander, Naval

Education and Training Command; and the Commander, Navy Reserve Force.

7. Conduct analyses of recruiting activity performance, external influences, demographic data, personnel research reports, and other essential information impacting upon the recruiting effort.
8. Assist the Assistant Chief of Naval Personnel for Military Policy and Career Programs with planning and development of aids and materials to support the retention effort of the Navy.
9. Provide support to assigned recruiting activities.
10. Supervise and coordinate the preparation of the recruiting budget.
11. Prepare and publish the Navy Recruiting Manual.
12. Coordinate with Commander, Military Entrance Processing Command, matters pertaining to processing Navy applicants at Military Entrance Processing Stations.
13. Discharge other responsibilities, which may be assigned by higher authority.

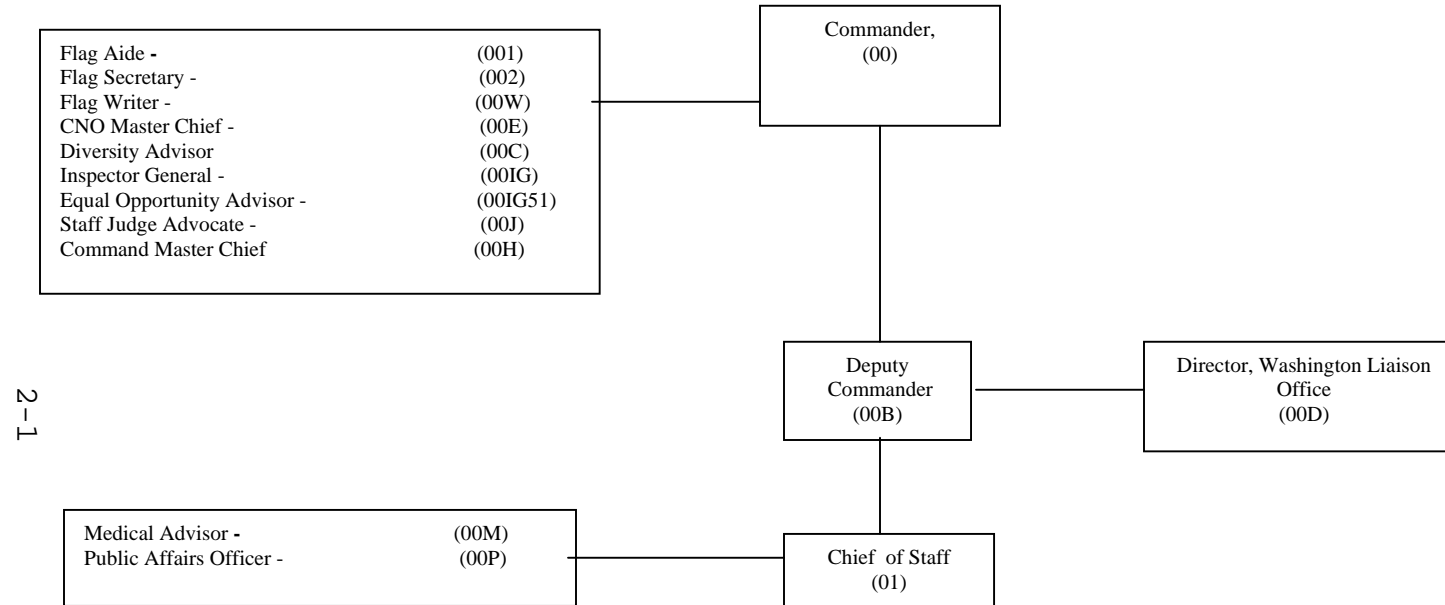
DEPUTY COMMANDER (00B)

Function. Principal assistant and advisor to Commander, Navy Recruiting Command. The incumbent assumes the responsibilities of the Commander in the Commander's absence.

Major Responsibilities

1. Assist and advise the Commander, Navy Recruiting Command on all matters of policy to include recommendations for new policies and modification to existing policies necessary for the effective operation of Navy Recruiting Command.
2. Assist the Commander in the supervision and management of Navy Recruiting Command, both at the headquarters and in the field.
3. Review the Navy Recruiting Command budget and provide justification to the Commander.
4. Review and advise the Commander on the development and implementation of the national Navy recruiting communication/advertising campaign.

EXECUTIVE STAFF AND SPECIAL ASSISTANTS ORGANIZATION



Chapter Two

EXECUTIVE STAFF AND SPECIAL ASSISTANTS

Organizational Relationship

CHIEF OF STAFF (01)

Function. Manage the quality of official and personal correspondence prepared for the signature, review, or information of the Commander and Deputy Commander; the schedule of briefings presented to the Commander or Deputy Commander; maintenance of the Commander's Day Books and Discussion Books; and the coordination of conference calls with Navy Recruiting Region Commanders; and management of the Commander's Comment Sheets.

Major Responsibilities. Receive and route all official and personal correspondence prepared for the signature, review, or information of the Commander and Deputy Commander; and manage the preparation of all the Commander's Comment Sheets.

1. Schedule and attend briefings presented to the Commander.
2. Ensure the Commander's conference calls to Navy Recruiting Region Commanders are scheduled, recorded, and action items resulting from the calls are tasked and completed.
3. Direct preparation and initial Commander's Comment Sheets.
4. Maintain an action tickler for and track status of all action items tasked by the Commander.
5. Assist in coordination of Commander's daily schedule and in maintaining outer office control for access to the Commander.
6. Ensure prompt, effective planning and action on all Navy Recruiting Command matters and correspondence.
7. Maintain necessary liaison with representatives of other commands, flag officers, and offices of the Navy Department, the Bureau of Naval Personnel, Congress, and other Services.

FLAG AIDE (001)

Function. Responsible to the Commander for personal duties assigned by the Commander.

Major Responsibilities

1. Take action on matters relating to uniforms, ceremonies, official visits, salutes, and presentation of awards.

2. On arrival and departure from headquarters attend to visiting flag officers, dignitaries, and others as requested by the Commander.
3. Supervise the scheduling of official transportation for the Commander.
4. Act on matters relating to entertainment, social functions, and similar events where the Commander is involved.
5. Act as coordinator for the Commander's official travel. Act in the name of the Commander in liaison with field activities for schedule planning purposes.
6. Accompany the Commander on out of office movements when deemed useful to the Commander.
7. Coordinate submissions for and prepare Trip Books and travel related correspondence.

FLAG SECRETARY (002)

Function. Responsible to the Commander for personal duties assigned by the Commander.

Major Responsibilities. Receive and route all official and personal correspondence prepared for the signature, review, or information of the Commander and Deputy Commander; and manage the preparation of all the Commander's Comment Sheets.

1. Take action on matters relating to uniforms, ceremonies, official visits, salutes, and presentation of awards.
2. On arrival and departure from headquarters attend to visiting flag officers, dignitaries, and others as requested by the Commander.
3. Supervise the scheduling of official transportation for the Commander.
4. Act on matters relating to entertainment, social functions, and similar events where the Commander is involved.
5. Act as coordinator for the Commander's official travel. Act in the name of the Commander in liaison with field activities for schedule planning purposes.
6. Accompany the Commander on out of office movements when deemed useful to the Commander.
7. Coordinate submissions for and prepare Trip Books and travel related correspondence.
8. Review official and personal correspondence, and internal NAVCRUITCOM memoranda prepared for the signature, review, or information for the Commander.

9. Prepare fitness reports for officers attached to Navy Recruiting Command and advise the Commander concerning them. Ensure officer fitness reports are submitted in a timely manner.
10. Ensure Comment Sheets are prepared on all items directed by the Commander, and Deputy Commander.
11. Provide general administrative support services for the Commander.
12. Provide Secretariat services to encompass the following:
 - a. Maintain a central mailroom to sort, control and route incoming and outgoing correspondence.
 - b. Maintain front office central and serialized files.
 - c. Maintain action tickler files on incoming action correspondence to include publication of overdue action reports.
 - d. Provide mail and messenger services in support of the central mailroom system.
 - e. Maintain COMNAVCRUITCOM standard distribution lists.
 - f. Maintain master message files.
 - g. Administer the Command Awards Program, including receipt, control, editing, and submission of both headquarters and field personnel award recommendations and certificates of commendation.
 - h. Perform the duties of the Aide when incumbent is on leave and/or when assigned.

FLAG WRITER (00W)

Function. Review all personal correspondence for completeness and correctness prior to being presented to the Commander.

Major Responsibilities

1. Act as coordinator for the Commander's daily schedule.
2. Direct and supervise preparation of the Commander's Day Books and Discussion Books, as required.
3. Provide administrative preparation of officer fitness reports.
4. Complete personal correspondence for the Commander and maintain personal correspondence files.

5. Ensure the Commander's conference calls to Navy Recruiting Region Commanders are scheduled, recorded, and action items resulting from the calls are tasked and completed.

6. Coordinate the Commander's daily schedule, maintaining control over the front office for access to the Commander.

COMNAVCRUITCOM CNO DIRECTED COMMAND MASTER CHIEF (00E)

Function. The CNO Directed Command Master Chief (CNOCM), as the senior enlisted leader to Commander, Navy Recruiting Command, reports directly to the Commander, and works closely with the Deputy Commander and Chief of Staff to formulate and implement command policies. Serves as the personal advisor to and representative of the Commander in matters pertaining to the morale, welfare, job satisfaction, discipline, utilization, and training of Navy Recruiting enlisted personnel, recruiting programs, recruiter conferences, effectiveness and efficiency of the chain of command, and specific problem areas affecting the overall recruiting effort and mission. Takes precedence over all other enlisted personnel in Navy Recruiting Command, and functions as an integral element of the chain of command.

Major Responsibilities

1. Uphold the highest standards of professionalism and stimulate better communication at all levels of command.

2. Maintain and promote effectiveness and efficiency of the chain of command.

3. Assist and advise the Commander in matters pertinent to the welfare and morale of enlisted personnel and their dependents on the staff and in subordinate commands.

4. Provide the Commander with an evaluation of the accuracy and impact of existing and proposed recruiting programs and policies.

5. Accompany the Commander and travel independently on official visits to subordinate commands to meet informally with enlisted personnel at their work sites, to exchange ideas, and to disseminate information, which affects enlisted personnel.

6. Upon invitation, accompany the Commander, or the Commander's designated representative, to official functions, inspections, conferences, or ceremonies in which enlisted members are participating, and serve as the enlisted representative of the command in community and civic functions.

7. Attend conferences and communicate routinely with the Master Chief Petty Officer of the Navy; Fleet and Force Master Chiefs; and CNO-Directed Command Master Chiefs, in order to provide input data and exchange ideas regarding all enlisted members.

8. Participate as a member of, or advisor to advancement, quality control, retention, and awards committees, when established.
9. Assist and advise the Commander in matters pertaining to field recruiter productivity, and make recommendations concerning improvement of the field recruiting force.
10. Assist in the reception of official enlisted visitors to the command.
11. Perform duties of office as directed in OPNAV Instruction 1306.2 (Command Master Chief Program).

DIVERSITY ADVISOR (00C)

Function. Assist the Commander, Navy Recruiting Command, in continually improving minority representation in the officer and enlisted ranks by ensuring a favorable minority-recruiting climate across the nation. Liaise with applicable COMNAVCRUITCOM HQ and N1 organizations for the development and deployment of policy, criterion, and materials designed to optimize the diversity accession process.

Major Responsibilities

1. Advise the Commander, Navy Recruiting Command in all matters regarding the recruitment of officers and enlisted personnel from diverse racial and ethnic backgrounds.
2. Conduct field and on-site studies to assist and make recommendations in the planning, research, and application of new diversity recruiting methods.
3. Act as liaison officer for the Navy Recruiting Command with the Bureau of Naval Personnel and with other offices of the Department of the Navy and Department of Defense in matters concerning equal opportunity and diversity programs.
4. Monitor continuation and development of efforts to recruit personnel of diverse racial and ethnic backgrounds.
5. Monitor officer and enlisted programs and maintain sufficient data on racially diverse personnel to ensure the effectiveness of diversity recruiting programs.
6. Assist in the preparation of responses to official inquiries on minority recruiting matters.

7. Assist and advise Headquarters and field elements of the Navy Recruiting Command in matters pertaining to minority recruiting.
8. Conduct liaison with private, civic, and government agencies in matters pertaining to minority recruiting and equal opportunity.
9. Manage the Campus Liaison Officer program to include recruitment and selection of personnel.
10. Manage Navy participation at annual conventions and conferences (exhibits, displays, and workshops) of minority organizations.
11. Supervise the field management of the Senior Minority Assistance to Recruiting (SEMINAR) Program.
12. Serve as the Navy Recruiting Command representative on all Department of Defense or Navy Department standing ad hoc committees relating to diversity affairs and/or equal opportunity.
13. Prepare Navy Recruiting Command instructions and notices necessary for the implementation and execution of the various diversity programs.
14. Prepare and sign correspondence of a routine and non-controversial nature necessary for the execution of the various diversity programs.
15. Prepare and sign correspondence in reply to routine inquiries.
16. Assist as necessary in the development of marketing material used in describing the various diversity programs.

INSPECTOR GENERAL (00IG)

Function. Inquire into and report upon any matter that affects the discipline, quality of life, or military efficiency of the Command by the conduct of inspections and investigations.

Major Responsibilities

1. Responsible for the operation of a sound integrity program which provides for the most effective performance of both staff and field recruiting operations.
2. Review integrity issues highlighted by current events and conduct special investigations as directed by the Commander, Navy Recruiting Command.
3. Provide technical assistance/advice to any recruiting activity or function on any ethics or integrity issue outside of the legal affairs purview.
4. Ensure adherence to Navy and this Command's integrity policy and efficient management practices by assessing and maintaining high ethical standards throughout the Command.
5. Recommend changes to command-wide integrity and ethics directives to the Commander, Navy Recruiting Command.
6. Initiate, conduct, or direct investigations and command inspections to determine compliance by subordinate units and personnel with Navy Recruiting Command directives and directives from higher authority.
7. Submit reports of all completed command inspections to Commander, Navy Recruiting Command via the unit evaluated and superiors in command. Recommend to Commander, Navy Recruiting Command necessary corrective actions on any deficiency, which lessens the effectiveness of the Command.
8. Review reports of all investigations, inspections, and audits conducted within Navy Recruiting Command to ensure completeness, independence, timeliness, and accountability.
9. Conduct liaison with Recruit Training Command, Great Lakes, by conducting a final Navy Recruiting Command Quality Assurance check of all incoming Recruits, by the Recruit Quality Assurance Team (RQAT). Provide regular feedback to all field commands.
10. Respond to Congressional inquiries, on behalf of constituents, regarding recruiting practices.
11. As a member of the Naval Inspector General Network, respond to Department of Defense/Naval Inspector General requirements, as assigned.

EQUAL OPPORTUNITY ADVISOR (00IG51)

Function. Advisor and subject matter expert to the Commander on Equal Opportunity issues.

Major Responsibilities

1. Claimancy point of contact with direct interaction between NAVPERSCOM (POOH), Defense Equal Opportunity Management Institute (DEOMI) and Chief of Naval Education and Training (CNET).
2. Conduct claimancy on-site Command Managed Equal Opportunity (CMEO) program review of immediate subordinate commands.
3. Coordinate claimancy EO/CMEO Mobile Training Team (MTT) training requirements with DEOMI/CNET.
4. Provide EO/CMEO training and assist visits to subordinate or regional commands as requested.
5. Monitor headquarters/subordinate CMEO and annual EO specific training.
6. Ensure claimancy's timely submission of CMEO training via integrated training system (NITRAS) reports.
7. Monitor headquarters/subordinate command EO climate assessments and review/maintain executive summaries for historical files (three years).
8. Monitor claimancy, area EO and SH SITREP message status.
9. Review all claimancy EO congressional and formal administrative complaints.
10. Coordinate administrative actions with Staff Judge Advocate, Inspector General and staff assistants as necessary.
11. Advise headquarters staff on all EO/SH policies and issues.
12. Provide commander with a verbal and written brief/report of claimancy, subordinate or regional command climate and areas of concern.
13. Conduct claimancy CMEO training symposium (minimum of once per year).

14. Provide claimancy or regional guidance on all Department of Defense (DoD) national heritage observances.
15. Maintain current point of contact listing of claimancy and regional CMEO managers.
16. Recommend annual review of demographic files for retention, advancement, discipline, awards, evaluation and EO training. Providing a summary of areas of concern to the Commander.
17. Provide regional counseling/advice regarding conflict resolution and grievance/redress procedures.
18. Liaison with civilian EEO personnel as necessary.

STAFF JUDGE ADVOCATE (00J)

Function. Advise COMNAVCRUITCOM on all legal matters which impact on Navy recruiting including affixing command responsibility and accountability; act as the counsel and legal spokesman for the Command; assist and advise Headquarters and field elements in legal matters pertaining to recruiting, ethics, professional performance, and discipline; review Command policies, procedures, regulations, technical manuals, and other publications for legal sufficiency; monitor and implement Freedom of Information and Privacy Acts within the Command; and serve as Judge Advocate for the Command.

Major Responsibilities

1. Advise the Commander, Navy Recruiting Command on all legal matters pertaining to the mission of Navy Recruiting Command, and acts as the counsel and legal spokesman for the command.
2. Assist and advise Headquarters and field elements of the Navy Recruiting Command in legal matters pertaining to recruiting, ethics, professional performance, and discipline.
3. Foster the establishment of uniform legal policies within the COMNAVCRUITCOM area of concern, and provide coordination of such policies within the command and any interested components of the Navy.
4. Review command policies, procedures, regulations, technical manuals, and other publications for legal sufficiency.

5. Monitor implementation and administration of the Freedom of Information and Privacy Acts within the Command. Provide counseling and review in cases of denial of information from records.
6. Act as Ethics Counselor, providing advice and assistance on matters relating to conduct and conflicts of interests, and providing legal review of statements of affiliation and financial interests referred for review.
7. Review and prepare required endorsements for investigations in accordance with the Manual of the Judge Advocate General.
8. Serve as Staff Judge Advocate for the Commander, Navy Recruiting command, an Officer exercising General Courts-Martial Authority.
9. Serve as agency representative in EEO and Merit Systems Protection Board.
10. Prepare responses to Article 138 complaints and endorsements on Article 1150 complaints.
11. Monitor and prepare endorsements on all Detachment for Cause packages.
12. Review and prepare responses to NJP appeals from COMNAVCRUITCOM claimancy.

MEDICAL ADVISOR (00M)

Function. Perform reviews of medical documentation submitted on applicants for military service. Provide recommendations concerning the suitability of applicants for service in the Navy in accordance with established physical standards and make recommendations to the Commander with regard to waiver of those standards.

Major Responsibilities

1. Review physical examination documentation against physical qualifications and standards used in the medical appraisal and disposition for all Navy Department applicants and service members, both reserve and active duty, as directed by higher authority.
2. Provide medical opinions and recommendations for granting waivers of the Department of Defense accession standards for enlisted and commissioned accession programs in the Naval Service for both active duty and reserve forces.

3. Render medical advisory opinions, prepares correspondence, and maintains an effective liaison for problematic medical evaluations when requested by special congressional, Department of Defense, legislative and other federal agencies.
4. Serve as liaison with various commands and program managers in connection with the application and interpretation of physical standards.
5. Maintain close and frequent liaison with the Commander, Navy Recruiting Command; Bureau of Medicine and Surgery (Code 25); Naval Reserve Readiness Commands (NRRC), Chief of Naval Education and Training (CNET), Commanding Officers (COs) of Naval Reserve Officer Training Corps Units (NROTC); Manpower Division, Headquarters, DoD Medical Examination Review Board; and Military Entrance Processing Command Headquarters, and Sector Surgeons.
6. Provide medical information regarding physical standards, waiver practices, and attrition for professional conferences sponsored by COMNAVCRUITCOM, CNET, MEPCOM, DoDMERB and COs of NROTC Units, COMNAVRESCUITCOM and Naval Reserve Readiness Commands.
7. Review and edit the medical portions of publications/bulletins, instructions/notices and manuals under the cognizance of COMNAVCRUITCOM.

PUBLIC AFFAIRS (00P)

Function. Serve as the principal advisor to the Commander on all matters which impact on Navy Recruiting Command public affairs; direct the daily activities of the division.

Major Responsibilities

1. Advise the Commander on current DoD and Navy public affairs policy as it impacts on the command's functions.
2. Function as the principal point of contact for Navy Recruiting Command, the Navy Chief of Information (CHINFO), and CHINFO field offices on recruiting public affairs matters.
3. Provide DoD and Navy public affairs guidance to Navy Recruiting Region and NAVCRUITDIST/NAVRESCUITAREA offices; maintain close and frequent liaison with field Public Affairs Officers.
4. Serve as Executive Editor for the Navy Recruiter Magazine.
5. Prepare, edit and submit annual Command History.

6. Plan and execute an annual public affairs training conference for all Navy Recruiting PAOs and/or their representatives.
7. Initiate contact with Navy fleet commands on all national advertising efforts.
8. Review plans and provide editorial guidance for all major advertising projects.
9. Provide final approval for content on all publicly accessible command web sites.
10. Maintain liaison with "Friends of the Navy" organizations to encourage their sponsorship and participation in programs to support recruiting; coordinate command participation in their conventions and conferences.
11. Respond to media inquiries concerning command policies and activities; research inquiries with appropriate staff departments or offices to coordinate response prior to release.
12. Coordinate activities in support of the command's annual Recruiter of the Year program, including media interaction.
13. Coordinate with front office for support of all trips taken by the Commander; provide public affairs background material, speeches, audience analysis, and advance liaison for media availabilities as required.
14. Accompany the Commander on trips and effect public affairs liaison and coordination with recruiting activities and other Navy commands.
15. Arrange media interviews or news conferences for the Commander or other recruiting command personnel.
16. Maintain media inquiry and press release files.
17. Monitor the news; prepare and present regular news media clippings to the Commander and other designated personnel.
18. Provide direct assistance to the field in all areas of public affairs; e.g., internal relations, media liaison, community relations.
19. Maintain close coordination with all headquarters staff departments to provide public affairs guidance.
20. Generate news releases and feature articles of general or specialized interest concerning the activities and policies of the Command; coordinate releases with the Chief of Naval Personnel and the Chief of Information as necessary.

21. Maintain an active COMNAVCRUITCOM Headquarters Fleet Home Town News program; encourage field activities to maintain active programs at their level.

22. Provide media training to NAVCRUITDIST/NAVRESCRUITAREA PCO/PXO students.

23. Act as staff coordinator with the U. S. Navy Band in support of its national band tours.

24. Maintain nationwide liaison with nationally organized youth organizations; serve as Navy representative at youth organizations' national conventions and conferences.

25. Maintain liaison with the National Board of Directors for the Naval Sea Cadet Corps.

COMMAND MASTER CHIEF (00H)

Function. Principle enlisted advisor to the Commanding Officer; formulates and implements policies concerning morale, welfare, job satisfaction, discipline, training and assignment of enlisted personnel. The Command Master Chief takes precedence over all other enlisted members within the command and has direct access to the Commanding Officer. When directed by the Commanding Officer, represents the Navy and the command at community and civic functions.

Major Responsibilities

1. Administration

a. Follow the guidance of the Navy's Command Master Chief Program per OPNAVINSTs 1306.2 and 3120.32.

b. Maintain a close and professional interaction with the Commanding Officer (COS) in all areas affecting command climate, and the morale and good discipline of enlisted personnel.

c. Monitor all personnel issues dealing with advancement, housing, medical and all professional development concerns.

d. Coordinate all activities with the command ombudsman and provide the necessary support required to ensure a strong network of information and any other concerns dealing with family members.

e. Ensure career counseling issues are expeditiously handled. This applies to, but is not limited to, orders, special programs (e.g., officers, special duty assignments, training, professional development), pay, duty preferences, and other career enhancement concerns.

f. Provide guidance and continuity per appropriate directives as a member of the following boards:

(1) Awards

(2) Professional Development

(3) PQS

(4) CDB - Career Development Board

(5) Enlisted Evaluation and Fitness Report Ranking

(6) CMEQ - Command Managed Equal Opportunity

(7) CAT - Command Assessment Team

(8) Welfare and Recreation Advisory Board

(9) Other boards deemed necessary by the Commanding Officer.

g. Provide military leadership and professional guidance to the Chief Petty Officers' mess. (CMCs ashore are not normally elected into office but serve in an advisory capacity. This allows other chief petty officers to fill in offices of the mess.)

h. Ensure that proper traditions in honors and ceremonies are fully explained and smartly executed. Ensure compliance with proper military courtesies and advise the Commanding Officer regarding proper execution of honors and ceremonies.

i. Discuss collateral duty assignments with the Commanding Officer so that incumbent retains the ability to make station visits, see all command personnel, and not be encumbered in any way from providing professional and military leadership support in strong implementation of command policies to maintain high morale, good order and discipline.

2. Training

a. Ensure that military and professional training is provided in a timely manner and that personnel are given adequate time to prepare for advancement and selection boards.

b. Be the key element in Petty Officer Indoctrination, CPO Indoctrination, NAVLEAD, Rights and Responsibilities Workshops, Command Assessment and Training Teams, Sponsor and Command Indoctrination Programs.

c. Monitor training in Sexual Harassment, Physical Fitness, Drug and Alcohol Abuse, Tobacco Cessation, Equal Opportunity and Safety.

3. Reporting Relationship. Reports directly to the Commanding Officer.

4. Prerequisites. Post Command Master Chief, NEC 9580, having successfully served as a Command Master Chief.

DIRECTOR, NAVY RECRUITING LIAISON DETACHMENT, WASHINGTON (00D)

Function. Serve as the Liaison Officer for the Deputy Commander, and Commander, Navy Recruiting Command (COMNAVCRUITCOM), at the Washington, D.C. detachment. Act as a representative for COMNAVCRUITCOM at personnel and recruiting meetings convened by the Chief of Naval Personnel, the Assistant Secretary of the Navy (Manpower and Reserve Affairs), other military recruiting organizations, and those in the Office of the Secretary of Defense (OSD). Identify, recommend, and advise the Deputy Commander, and Commander on personnel policy issues concerning Navy and joint recruiting. Assist the Deputy Commander in the development of recruiting briefs delivered on behalf of the Commander, which assist in shaping recruiting policy justifying resource requirements. Has oversight authority to guide and direct the Detachment staff to assist in accomplishing these tasks.

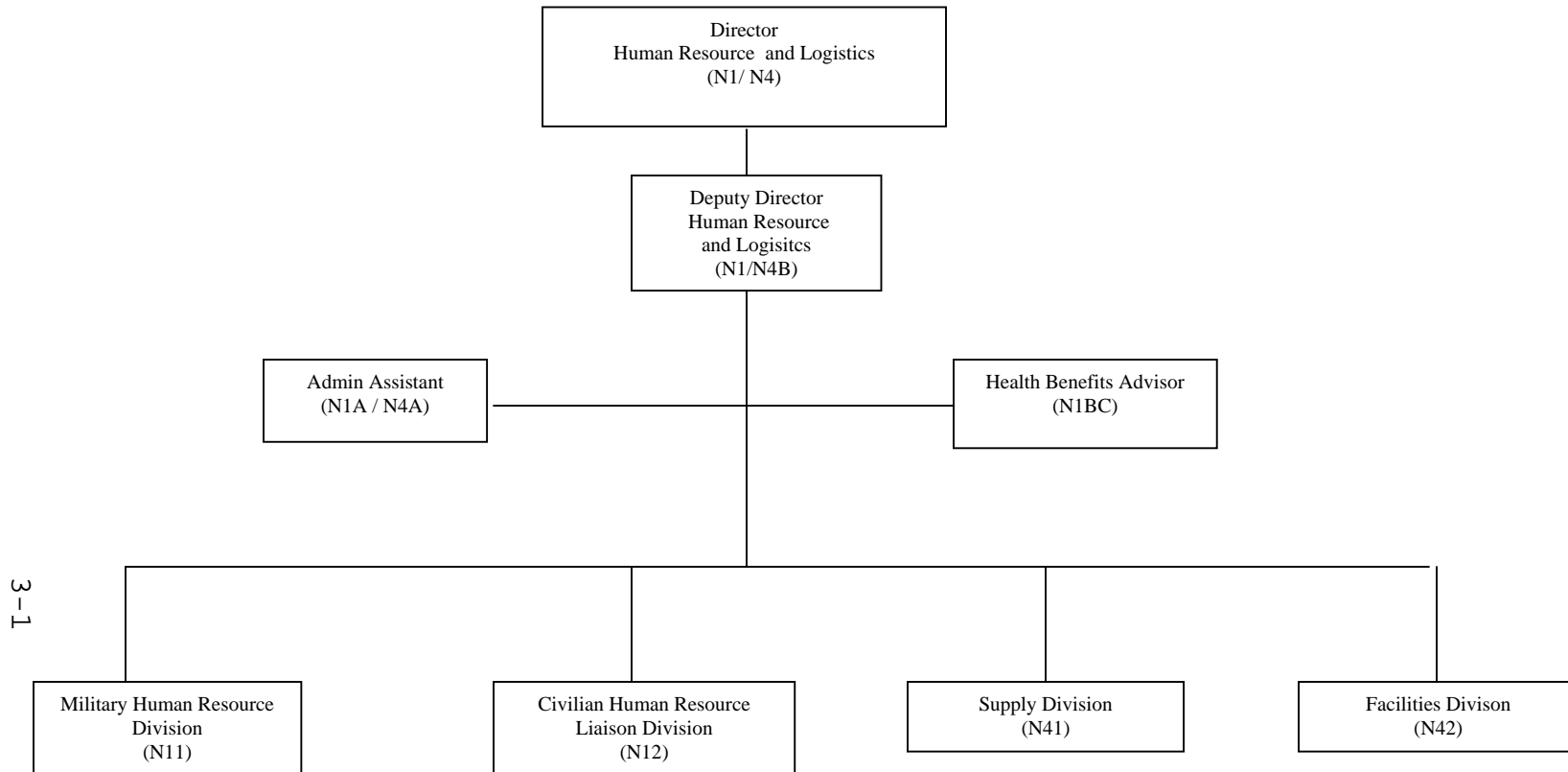
Major Responsibilities

1. Represent COMNAVCRUITCOM at meetings at the highest levels of government related to recruiting, including briefs and decisions involving the Chief of Naval Personnel, including policy formulation discussions with OSD, and periodic recruiting issue updates to the Assistant Secretary of the Navy. Must

articulate and defend service-unique programs and policies in a highly competitive environment. Serve as the "eyes and ears" for the Deputy Commander and Commander in their absence and articulates their position on various complex and intrinsic issues for the Recruiting Command.

2. Serve as resource advocate. Provide representation at financial planning meetings convened to address personnel issues involving recruiting. These meetings include program and budget hearings convened by the OPNAV and OSD staffs as well as presentations for Congressional hearings called to review the President's budget anticipation of authorization and appropriation decisions. Assist and advise Headquarters and field elements of the Navy Recruiting Command in matters pertaining to recruiting, ethics, professional performance, and discipline.

HUMAN RESOURCES AND LOGISTICS DEPARTMENT ORGANIZATION



Chapter Three

HUMAN RESOURCES AND LOGISTICS DEPARTMENT

Organizational Relationship

DIRECTOR (N1/N4)

Function. Plan, direct and coordinate all military (Active and Full Time Support) and civilian Human Resource Management (HR) functions for Headquarters and field activities; maintain the operations of the financial execution balance; manage supply and contracting responsibilities; space acquisition; leased vehicle and housing programs.

Major Responsibilities

1. Direct military and civilian Human Resource planning and distribution for Headquarters and field activities.
2. Supervise and coordinate space acquisition and distribution of plant assets and vehicles for headquarters and field activities.
3. Provide military and civilian Human Resource services for the field and headquarters.
4. Utilize budget, accounting, and supply and fund control systems to maintain financial execution balance and to ensure that N1/N4 obtains maximum benefit from allocated funding.
5. Supervise and coordinate leased government housing for family and bachelor personnel.
6. Provide fitness report input to COMNAVCRUITCOM on Department officers.

DEPUTY DIRECTOR (N1B/N4B)

Function. Plan, direct, and coordinate all military and civilian Human Resource functions for Headquarters and field activities; maintains the operations of the financial execution balance; manage supply and contracting responsibilities; space acquisition; leased vehicle and housing programs.

Major Responsibilities

1. Development of fiscal policy, analyzing all aspects of fiscal execution, problem identification and development of appropriate solutions for N1/N4.
2. Responsible for monitoring and tracking for Navy recruiting delinquencies under the Bank of America Travel Card Program.
3. Act as consultant to all levels of management within COMNAVCRUITCOM regarding resource execution, data reports, contracting limitations/requirements, headquarters supplies and materials, including all administrative and logistics support matters executed by the incumbent department.
4. Utilize budget, accounting, and supply and fund control systems to maintain financial execution balance and to ensure N1/N4 obtains maximum benefit from allocated funding.

HEALTH BENEFITS ADVISOR (N1BC)

Function. Provide specialized information, counseling and assistance to beneficiaries concerning the Uniformed Services Health Benefits Program, including the TRICARE medical programs and the United Concordia Dental Plan.

Major Responsibilities

1. Provide individual counseling and assistance concerning health care beneficiary problems and related benefits for both COMNAVCRUITCOM Headquarters and NAVCRUITDIST/NAVRESCUITAREAs.
2. Serve as a resource facilitator to assist patients in obtaining the required care with unusual medical requirements working directly with the area clinics.
3. Advise staff beneficiaries on matters relating to all health benefit programs available to active duty, retired members and their dependents. Provide guidance and training on information found on Explanation of Benefits and other medical billing and claims forms.
4. Promote TRICARE programs and activities. Providing professional and expert levels of knowledge through review and study of pertinent regulations, directives, announcements, and TRICARE newsletters.

5. Maintain a Health Benefits Library according to current Medical Department directives and attend periodic TRICARE conferences/workshops.
6. Research medical/dental claims problems and contacts appropriate medical/dental facility. Assist patients in composing rebuttals when appropriate to advise on available alternatives.
7. Serve as Command's representative in developing and refining a cohesive health care program for local and NAVCRUITDIST/NAVRESCUITAREA commands.
8. Responsible for coordination with local Military Medical Facilities, TRICARE Service Centers and Recruiting Region, NAVCRUITDIST/NAVRESCUITAREA Health Benefit Advisors as necessary to assure uniformity in application of policy on cases and for the resolution of complex claims.

DIRECTOR, MILITARY HUMAN RESOURCE DIVISION (N11)

Function. Provide Human Resources management and support services to Headquarters and field activities, including billet control and distribution of military personnel and liaison with Personnel Support Detachment for Headquarters military personnel.

Major Responsibilities

1. Evaluate and implement policies and plans relating to military personnel and field activities.
2. Direct preparation of command endorsements on military Human Resource proposals.
3. Coordinate the distribution of military Human Resources to Headquarters and field activities.
4. Coordinate with Chief of Naval Personnel in the military manning of field activities.
5. Organize and participate in staff conferences on military Human Resource matters.
6. Supervise the administration of military personnel assignments, reassignments and extensions for Headquarters and field activities.

7. Provide assistance and control of activity organization or modification proposals for COMNAVCRUITCOM and field activities.
8. Provides general military Human Resources support services for Headquarters military personnel.

DIRECTOR, CIVILIAN HUMAN RESOURCE LIAISON DIVISION (N12)

Function. Provide guidance and assistance on management of payroll, civilian personnel functions, Performance Management Program, civilian personnel management and continuity matters, maintain and coordinate distribution of civilian personnel ceiling and high grade controls; assist Department Directors in the planning and decision making processing with respect to civilian position management, recruitment processes, position classification, manpower planning; and contract employee utilization and controls.

Major Responsibilities

1. Provide guidance and assistance on management of payroll, Performance Management Program, payroll and other personnel management matters to the Headquarters staff, NAVCRUITREG Commanders, and NAVCRUITDIST/NAVRESCRUITAREA Commanding Officers. Provide guidance and advice to the Position Management Board.
2. Provide staff support in reorganization planning by assisting in determining the number, kinds, and relationships of positions necessary according to the mission.
3. Provide advice and assistance for command end-strength and Full Time Equivalent (FTE) allocation to support civilian pay funding levels through coordination with the Comptroller Department.
4. Approve and input personnel action requests for Headquarters, NAVCRUITREGs and NAVCRUITDIST/NAVRESCRUITAREAs.
5. Provide guidance and supporting documentation for high-level grade position (GS-13 through GS-15) requests processed through the PERS-08 High Level Review Board.
6. Maintain, coordinate, and monitor General Schedule and contractor ceiling controls. Monitor all civilian personnel processing systems and maintain reporting requirements. Serve as contract employee liaison for COMNAVCRUITCOM.

7. Provide command-wide staff support, personnel policy guidance and command instructions concerning employee training, EEO, awards program, time accounting and disciplinary actions to supervisors and managers. Serve as contract employee liaison for COMNAVCRUITCOM. Coordinate and input the command employee time keeping data using the Standard Labor Data Collection and Distribution Application (SLDCADA). Resolve employee pay issues using SLDCADA and Defense Accounting and Finance Service (DFAS) systems.

8. Provide liaison services between the command and the Human Resources Community.

9. Manage and coordinate both the Beneficial Suggestion and Civilian Awards Programs.

DIRECTOR, SUPPLY DIVISION (N41)

Function. Plan, direct, and administer the operations of the Supply Division. This includes management of the overall Travel and Procurement program for COMNAVCRUITCOM headquarters as well as the field. Manage the Government Purchase Card and Government Travel Card Programs for COMNAVCRUITCOM.

Major Responsibilities

1. Act as principal advisor to the Commander on procurement and contracting matters.

2. Guide and direct COMNAVCRUITCOM headquarters supply and contracting functions, including the acquisition of equipment, supplies, and service requested by program managers. Supervise the execution of the government-wide commercial purchase card program, and ensure personnel are trained properly on the uses of the purchase card. Serve as the Agency Program Coordinator for the government purchase card program.

3. Provide technical assistance and promulgate policy related to supply general operating procedures to Navy recruiting field activities and Headquarters.

4. Monitor the preparation of temporary additional duty orders, memorandum travel orders, and invitational travel orders to ensure proper use and correct application of accounting data. Serve as the Agency Program Coordinator for the government travel card program.

5. Interface with the Defense Finance and Accounting Service on matters related to vendor pay, cross disbursement, and new programs such as the Defense Travel System and Defense Property Accounting System.
6. Provide guidance for accurate accounting of plant and minor property in the Defense Property Accounting System.
7. Perform monthly monitoring and reporting on the status of travel card delinquencies. Ensure Headquarters and Navy recruiting field activities have the proper tools to resolve travel card delinquencies.

DIRECTOR, FACILITIES DIVISION (N42)

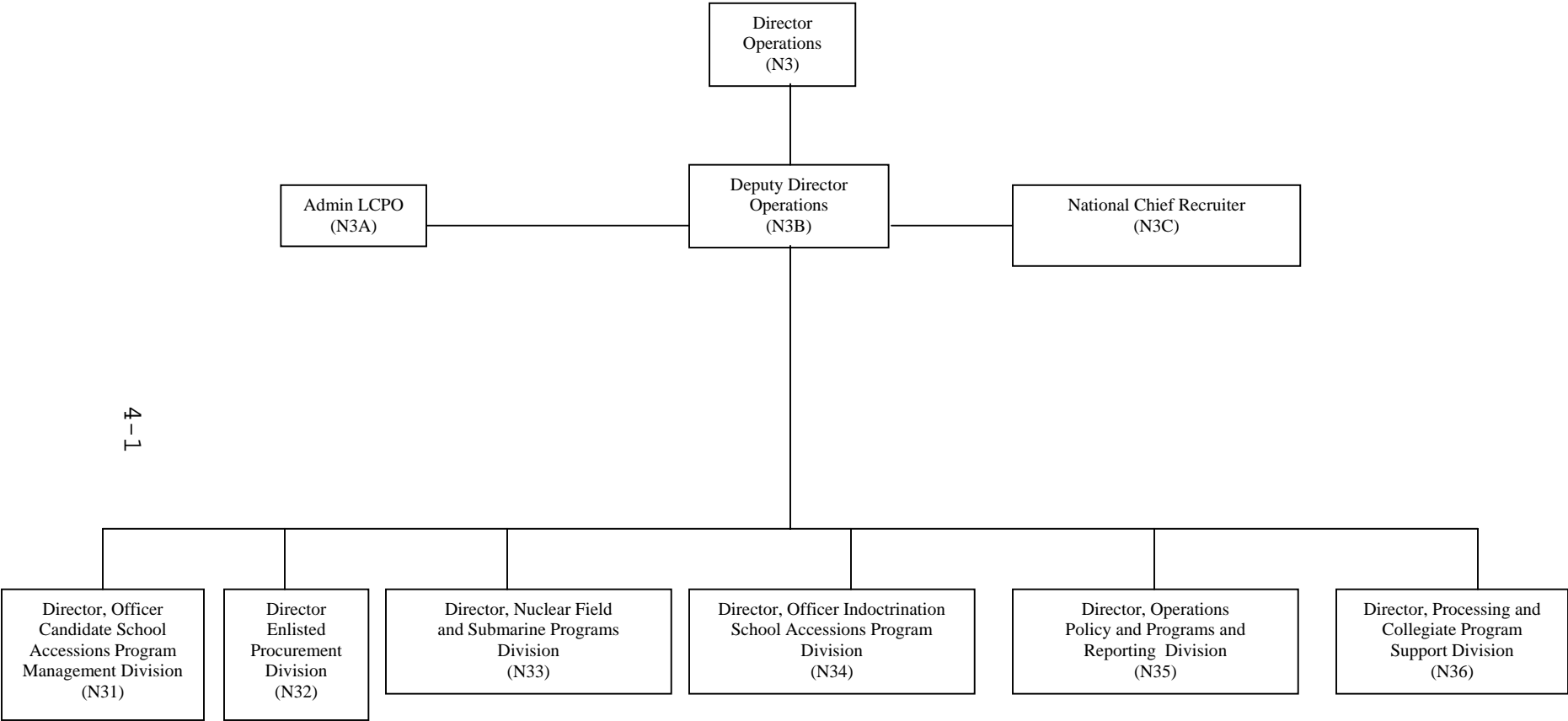
Function. Advise and assist the Commander on recruiting and headquarters facilities to include furniture requirements, transportation, and Government Leased Housing (GLH) matters. Develop, disseminate and manage facilities, transportation, and GLH policies and programs; coordinate the planning of recruiting facility requirements and ensure they are incorporated into the Department of Defense Recruiting Facilities Program; coordinate the budget, planning and execution for GLH between the resource sponsor, Commander Naval Installations (CNI) and U. S. Army Corps of Engineers; coordinate the planning and budget matrix to support transportation requirements for all NAVCRUITCOM commands in coordination with General Services Administration (GSA); liaison between all recruiting commands, Office of the Secretary of Defense (AOSD), the U. S. Army Corps of Engineers, General Services Administration, Naval Facilities Engineering Command (NAVFAC), CNI, UNICORE-Federal Prison Industries, and other agencies supporting the mission of this command.

Major Responsibilities

1. Function as the principal staff advisor and assistant to the Commander on facilities including furniture requirements, transportation and GLH matters.
2. Provide advice and assistance on facilities, transportation, and GLH matters to NAVCRUITREG Commanders and their NAVCRUITDIST Commanding Officers.
3. Formulate programs and policies for the acquisition and use of facilities including furniture, vehicles and GLH requirements and monitor their proper execution.

4. Function as the primary point of contact with the AOSD, U. S. Army Corps of Engineers, GSA, NAVFAC, CNI and other agencies supporting the mission of this command.
5. Interfaces with AOSD, U. S. Army Corps of Engineers and NAVCRUITDIST Commanding Officers with matters relating to recruiting facility requirements in support of the recruiting mission. Coordinates maintenance actions and annual budget requirements to AOSD in support of the Recruiting Facility Program.
6. Coordinate recruiting station furniture requirements with NAVCRUITDIST Commanding Officers and interface/partner with UNICORE-Federal Prison Industries to meet the commands furniture requirements based on a five-year replacement plan and annual funding.
7. Provide annual vehicle budget requirement matrix to COMNAVCRUITCOM Comptroller to support the "right" number of recruiters with the "right" number of vehicles. Review annually actual expenditures, average mileage driven, mishap rate, and station manning in formulating annual budget requirements.
8. Interface with Commander Naval Installation on GLH policy and procedures including High Cost Lease points, congressional cap funding limits for single leases, annual budget requirements, execution and other program changes.
9. Serve as the Command Safety Officer.
10. Perform such other tasks as may be assigned by the Commander, Deputy Commander, or Department Directors.

OPERATIONS DEPARTMENT ORGANIZATION



Chapter Four

OPERATIONS DEPARTMENT

Organizational Relationships

DIRECTOR (N3)

Function. Manage programs for the recruitment of men and women for enlisted, officer candidate, and officer status in the Regular and Reserve components of the Navy; establish measures and standards of performance for recruiters, both officer and enlisted, and monitor field productivity and training programs to identify means to increase recruiting effectiveness; maintain interface with other recruiting services and MEPCOM in matters concerning processing procedures at MEPS.

Major Responsibilities

1. Manage implementation of established recruiting programs, policies, and procedures of the Navy Recruiting Command.
2. Recommend direction and guidance for the Navy Recruiting Command in implementing established policies, procedures, and programs.
3. Manage the Operations Department with regard to economy in the expenditure of funds and employment of personnel.
4. Appraise the Commander, Navy Recruiting Command concerning recruiting programs, which policy has not been established or a recommended action, which constitutes new policy or deviation from previously established policy.
5. Maintain liaison with the Bureau of Naval Personnel, Navy Education and Training Command and Naval Service Training Command and other commands to facilitate mission accomplishment.
6. Provide fitness report input to COMNAVCRUITCOM on Operations Department officers.
7. Senior voting member for review and selection of officer and officer candidate applicants.
8. Provide oversight (for utilization) of the Personalized Recruiting for Immediate Enlistment (PRIDE) reservation system.

9. Provide oversight of the Personalized Officer Recruiting and Tracking (PORT) System.
10. Provide guidance in the development of material to market recruiting programs.
11. Implement and adjust recruiting program goals in accordance with established policy.
12. Provide recommendations to N7 for standardization of all field training following Recruiting Officer Management Orientation (ROMO) and Enlisted Navy Recruiting Orientation (ENRO).

DEPUTY DIRECTOR (N3B)

Function. Serve as full Deputy to the Operations Department Director to manage programs for the recruitment of men and women for enlisted, officer candidate, and officer status in the Regular and Reserve components of the Navy. Direct the work of all military and civilian personnel in support of developing the plans and policies to meet qualitative and quantitative national recruiting goals for five NAVCRUITREGs and 31 NAVCRUITDISTs and six NAVRESCRUITAREAs. Monitor recruiting production and recommend changes in resource and goal allocation to maintain optimum production results for Navy recruiting. Oversee and make recommendations that will improve or benefit recruiting efforts.

Major Responsibilities

1. Establish, schedule, communicate, and prioritize a myriad of programs that support the goals, policy, strategic decisions, and objectives of NAVCRUITCOM.
2. Coordinate requirements, schedules, and program developments with Headquarters and subordinate staffs, NAVCRUITREG Commanders, NAVCRUITDIST/NAVRESCRUITAREA Commanding Officers and with decision-makers from higher headquarters, academic institutions, other federal agencies, and with private organizations.
3. Develop, revise, and adjust priorities based on broad guidance from the Commander, Deputy, and Department Heads.

4. Establish policy and procedures to ensure effective methods of staff action control, which incorporate periodic progress reviews of key personnel in performance of their assigned duties.
5. Responsible for the preparation of special and recurring reports, correspondence, and study documentation.
6. Coordinate and plan with Department of the Navy (DoN) and Department of Defense (DoD) agencies, and other service recruiting commands as required.
7. Manage a multi-disciplined professional civilian workforce of clerical, statistical and technical in grades GS-4 through GS-12; and a diverse staff of military operations managers, officer and enlisted program managers and nuclear and medical enlisted and officer program leaders in pay grades from E-7 through O-6.
8. Key member in establishing operational goals and a National Award system for recruiters. Provide objectives, and set priorities based on mission requirements. Interview or delegate others to interview, applicants for vacant positions and makes selection or recommends approval to the final selection official.
9. Determine or approve employee training plans, performance standards and appraisals, and performance awards in a fair and equitable manner.
10. Review and resolve civilian employee complaints and grievances. Initiate or recommend disciplinary actions as necessary to the Director.
11. Ensure adequate controls and monitors operations so that government resources are committed efficiently and effectively.

DIRECTOR, OFFICER CANDIDATE SCHOOL
ACCESSIONS PROGRAM MANAGEMENT (N31)

Function. Implement and manage programs for the recruitment of qualified applicants leading to commissioning via Officer Candidate School, including Navy Reserve Officer Training Corps.

Major Responsibilities

1. Develop, monitor, maintain and report programmatic information, e.g. applicant quality, Delayed Entry Program

posture, recruiting goals and goal attainment, etc. Supervise and manage new programs, existing programs, or changes to existing programs for recruiting officer personnel.

2. Provide status and execution oversight of all supporting programs and materials affecting the commissioning or enlistment of applicants via Officer Candidate School.

3. Prepare Navy Recruiting Command instructions and notices necessary for the implementation and execution of the various officer programs.

4. Prepare and sign correspondence of a routine and non-controversial nature necessary for the execution of the various officer programs.

5. Advise the Director, Operations Department on all matters concerning the recruitment of officer personnel, particularly with respect to the degree of success in meeting objectives, and the difficulties anticipated or being experienced in the management or execution of any of the various programs.

6. Recommend changes in the policies connected with procurement of officer personnel.

7. Assist in the development of goals for all assigned officer programs and make recommendation for attainment.

8. Determine the acceptability of personnel whose applications are submitted to the Commander, Navy Recruiting Command, for approval. In other than routine cases, submit recommendations to the Director, Operations Department.

9. As directed by the Commander, Navy Recruiting Command, recommend or grant waivers for enlistment in officer programs, provided they are within policies established by the Chief of Naval Personnel.

10. Prepare and sign correspondence in reply to routine inquiries.

11. Review and provide updated information for incorporation into Officer Recruiting Manual, COMNAVCRUITCOMINST 1131.2.

12. Provide troubleshooting for NAVCRUITREG and NAVCRUITDIST/NAVRESCUITAREA Officer Programs Officer concerns or problems.

13. Assist as necessary in the development of marketing material used in describing the various officer programs.
14. Maintain liaison with the Bureau of Naval Personnel, Navy Education and Training Command, Naval Service Training Command and other commands to facilitate mission accomplishment.
15. Maintain cognizance of all Collegiates enrolled in programs, leading to commissioning via Officer Candidate School.

DIRECTOR, ENLISTED PROCUREMENT DIVISION (N32)

Function. Implement and manage the recruitment of qualified applicants for all enlisted programs.

Major Responsibilities

1. Supervise and manage new programs, existing programs, or changes to existing programs for recruiting enlisted personnel.
2. Coordinate with NAVCRUIT ORIENT UNIT to update or revise the training instruction for field activities.
3. Prepare and sign correspondence of a routine and non-controversial nature necessary for the execution of the various enlisted programs.
4. Advise the Director, Operations Department on all matters concerning enlisted personnel recruiting, particularly with respect to the degree of success being attained by each program in meeting objectives, and the difficulties anticipated or being experienced in the management or execution of any of the various programs.
5. Recommend policy changes in enlisted personnel recruiting.
6. Assist in the development of goals for the various enlisted programs and makes recommendations as to any steps deemed advisable to promote attainment.
7. Determine acceptability of applicants whose enlistment or reenlistment documents are submitted to COMNAVCRUITCOM for approval and make recommendations to the Director, Operations Department. If required, coordinate with Chief of Naval Operations (N132) to determine acceptability of applicants for enlistment or reenlistment.

8. Recommend or grant waivers for enlistment in the Regular and Reserve components of the Navy using policies established by the Commander, Navy Recruiting Command.
9. Coordinate with Chief of Naval Operations (N132) and serve as approval authority for reenlistment waivers and pay grade determinations for Navy Veterans (NAVETS) and Other Service Veterans (OSVETS).
10. Grant exceptions to policy in matters pertaining to interpretation of enlistment eligibility.
11. Administer Line Score Point Waivers and COMNAVCRUITCOM Program Waivers.
12. Assist in the development of marketing material used in describing various enlisted programs.
13. Liaise with the Officer of the Chief of Naval Operations (N1) to facilitate mission accomplishment.
14. Supervise and coordinate the Personalized Recruiting for Immediate and Delayed Enlistment (PRIDE) System in the assignment and issuance of controlled enlistment quotas and school seats.
15. Supervise and manage the execution of new programs, existing programs, or changes to existing programs for enlisted post-ENRO training.
16. Advise the Director, Operations Department on all matters concerning enlisted training programs, particularly with respect to the degree of success being attained by each program in meeting objectives and the difficulties anticipated or being experienced in the management or execution of any of the various programs.
17. Monitor, examine, and recommend changes to all production-related competition systems.
18. Maintain liaison with USMEPCOM for processing and shipping issues.
19. Maintain liaison with Recruit Training Command for seat loading and shipping issues.

DIRECTOR, NUCLEAR FIELD AND SUBMARINE PROGRAMS
DIVISION (N33)

Function. Provide status and execution oversight of all supporting programs and materials affecting the commissioning or enlistment of applicants to Submarine and Nuclear programs. Liaise with applicable COMNAVCRUITCOM HQ and N1 organizations for the development and deployment of policy, criterion, and materials designed to optimize the accession process.

Major Responsibilities

1. Develop, monitor, maintain, and report programmatic information, e.g. applicant quality, Delayed Entry Program posture, recruiting goals and goal attainment, etc.
2. Assist in the development of recruiting goals for all assigned enlisted and officer programs and make recommendations regarding goal changes as necessary to achieve recruiting objectives.
3. Assist in the development of publicity and advertising materials in support of enlisted and officer programs.
4. Originate, supervise, and coordinate the preparation of Navy Recruiting Command instructions and notices necessary for the implementation and execution of all programs.
5. Prepare and sign correspondence of a routine and non-controversial nature necessary for the execution of the various officer programs.
6. Maintain liaison with officials with the Bureau of Naval Personnel, the Office of the Chief of Naval Operations, and other commands to facilitate mission accomplishment.
7. Recommend changes in the policies connected with the procurement of all Nuclear and Submarine program enlisted and officer personnel.
8. Coordinate the efforts of the Region Nuclear Trained Officers to execute the requirements for Nuclear Propulsion Officer Candidate VIP tours, interview preparations, and interview escorts.

9. Coordinate the efforts of the Navy Recruiting District Nuclear Field Coordinators to achieve national Nuclear Field enlisted recruiting objectives.

10. Provide input to N3B on budgetary requirements related to Nuclear Field and Submarine program enlisted and officer recruiting.

DIRECTOR, OFFICER INDOCTRINATION SCHOOL
ACCESSIONS PROGRAM MANAGEMENT DIVISION (N34)

Function. Provide status and execution oversight of all supporting programs and materials affecting the commissioning or enlistment of applicants in programs leading to commission via Officer Indoctrination School. Liaise with applicable COMNAVCRUITCOM Headquarters, Bureau of Medicine and Surgery, Naval Service Training Command and Bureau of Naval Personnel organizations for the development and deployment of policy, criterion, and materials designed to optimize the accessions process.

Major Responsibilities

1. Develop, monitor, maintain, and report programmatic information, e.g. applicant quality, Delayed Entry Program posture, recruiting goals and goal attainment, etc.
2. Assist in the development of recruiting goals for all assigned officer programs and make recommendations regarding goal changes as necessary to achieve recruiting objectives.
3. Assist in the development of Advertising and Marketing materials in support of enlisted and officer programs.
4. Maintain liaison with the Office of the Chief of Naval Operations, Commander, Navy Personnel Command, the Bureau of Medicine and Surgery, the Naval Service Training Command and other commands having cognizance over the recruited community or specialty.
5. Prepare Navy Recruiting Command instructions and notices necessary for the implementation and execution of all programs.
6. Recommend changes in the policies connected with the procurement of all enlisted and officer program personnel.

7. Prepare correspondence of a non-controversial nature necessary for the execution of the various officer medical programs.

DIRECTOR, OPERATIONS POLICY, PROGRAMS
AND REPORTING DIVISION (N35)

Function. Develop, issue, and monitor enlisted and officer recruiting policies and programs. Analyze and distribute effective production reports, analyzing the performance data and information collected from the field components in the recruitment of men and women for service in the United States Navy. Generate such operations production, performance data and information as required.

Major Responsibilities

1. Maintain liaison and interface with the Office of the Assistant Secretary of Defense (Force Management Policy), Assistant Secretary of the Navy (Manpower and Reserve Affairs), Deputy Chief of Naval Operations (Manpower and Personnel), and Assistant Chief of Naval Personnel for Military Personnel Policy and Career Progression (N13), Bureau of Medicine and Surgery (BUMED), and U. S. Military Entrance Processing Command (USMEPCOM) on policy matters.
2. Prepare correspondence in reply to routine inquiries by members of Congress, Armed Forces and civilians.
3. Research, coordinate, develop and monitor recruiting policies for enlisted and officer programs. Provide continuity within the command on short and long range recruiting policies.
4. Prepare Navy Recruiting Command instructions and notices necessary for the implementation and execution of the various officer and enlisted programs.
5. Originate, publish and coordinate the preparation of COMNAVCRUITCOM Officer Recruiting Manual and Enlisted Recruiting Manual. Issue guidance and interpretation of policy to Navy Recruiting Regions and the Navy Recruiting Orientation Unit.
6. Maintain command files on enlisted and officer recruiting policy, including historical files of previous editions of the Enlisted and Officer Recruiting Manual and Recruiting Leadership and Management Manual.

7. Publish and issue changes to the Recruiting Leadership and Management Manual, COMNAVCRUITCOMINST 1133.6.
8. Draft changes to all enlisted and officer production related competition and awards systems, including the recruiting referral recognition program (COMNAVCRUITINST 5305.1).
9. Plan, establish and implement programs designed to increase recruiting high quality youth by encouraging educators, manpower officials and youth group leaders at national, state and local levels to provide full information to youth on Navy occupational and educational opportunities; maintain liaison with youth organizations recognized by the Navy.
10. Advise the Director on the DoD High School Testing Program and serve on appropriate inter-service testing committees.
11. Establish policy and guidance for implementing and monitoring the national Educator Orientation Visit Program (EOV).
12. Plan and execute, in cooperation with NAVCRUITCOM ORIENT UNIT, major conferences for Education Liaison.
13. Create and perform in-depth analysis on data and data trends. Create statistical reports daily to track all aspects of Navy recruiting production such as new contracts, accessions and attrition.
14. Member of the Command Inspection Team. Inspects and conducts assist visits on NAVCRUITDIST and NAVCRUITREG OPO's and EPO's, and special interest items.
15. Performs other duties as may be assigned.
16. Maintain such relationships with other commands, staff officials and field personnel as necessary for the effective operation of the division. N35 cooperates with them in all matters of mutual concern. In so doing, no functional control, responsibility or authority belonging to them is assumed.

DIRECTOR, PROCESSING AND COLLEGIATE PROGRAM
SUPPORT DIVISION (N36)

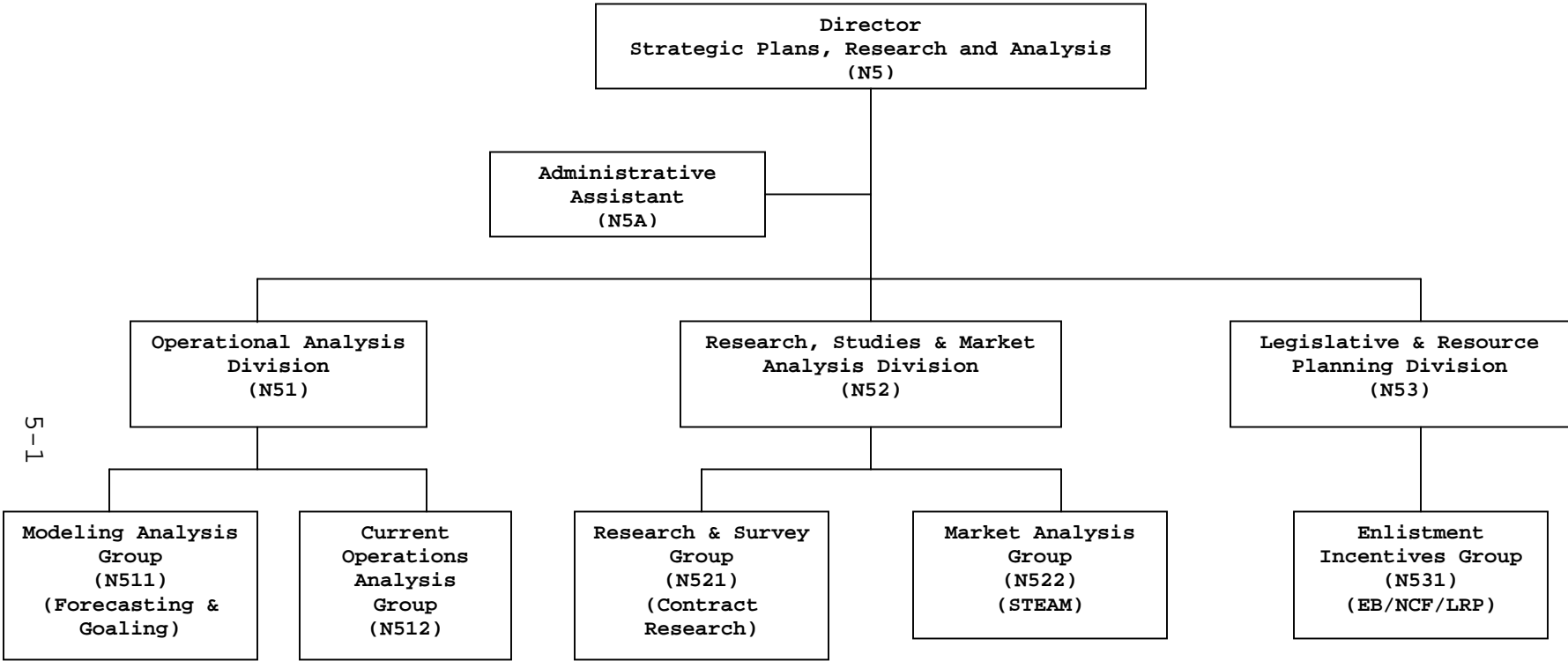
Function. Manage the administrative requirements, quality assurance and processing for all officer, civilian, fleet, NROTC, OCS and OIS programs - both active and reserve, leading to the selection of the applicants to an officer program. Receive, process, and QA applicant kits submitted from the field leading to the selection of the applicant to an Officer program. Manage programs for direct commissioning officers of all designators into the Naval Reserve at COMNAVCRUITCOM.

Major Responsibilities

1. Supervise the processing procedures for officer applications (civilian, fleet, active and reserve) submitted to selection boards and the processing of NROTC applications and ensure the timely submission.
2. Apply appropriate quality assurance controls to the process to ensure accuracy, completeness of data and timely submission to selecting officials.
3. Liaise with field recruiting personnel to ensure timely submission of accurate and complete data to selecting officials.
4. Maintain accountability and status of all kits received and submitted.
5. Manage, track and support applicants participating in collegiate programs leading to a commission. Provide feedback as required to the sponsoring Program Manager.
6. Liaise with officials from the Commander Navy Personnel Command, the Office of the Chief of Naval Operations, the Bureau of Medicine and Surgery and other commands to facilitate mission accomplishment.
7. Manage all processing issues and procedures and provide recommendations to update the Officer Recruiting Manual.
8. Primary instructor for the Officer Processing Quality Control Course. Responsible for providing training and instruction to the Officer Recruiter, MEDCRUIT and OPO classes for NAVCRUITCOM ORIENT UNIT.

9. Supervise the civilian workforce within N36 division to include performance standards and appraisals, awards, counseling, hiring, attendance and leave.
10. Maintain liaison with Archive Technicians at the National Records Center. Provide supervision and support in order to accomplish mission requirements.
11. Maintain liaison with officials with the Bureau of Naval Personnel, COMNAVRESFOR, the Bureau of Medicine and Surgery, and other commands to facilitate mission accomplishment.

STRATEGIC PLANS, RESEARCH AND ANALYSIS DEPARTMENT ORGANIZATION



Chapter Five

PLANS, ANALYSIS, AND RESEARCH DEPARTMENT

Organizational Relationship

DIRECTOR (N5)

Function. Develop strategic plans in support of the recruiting plans and policies established by higher authority and maintain a liaison with the higher authority regarding policy development and implementation. Conduct the market research to support alternative resource allocation schemes associated with the recruitable market, recruiting business practices and the interface COMNAVCRUITCOM has with other Navy commands as well as Navy personnel policies and practices.

Major Responsibilities

1. Inform COMNAVCRUITCOM leadership on recommended changes in resource and goal allocations to maintain an optimum recruiting balance across the Fiscal Year Defense Plan (FYDP).
2. Develop effective plans to meet assigned recruiting goals and distribute recruiting goals to the NAVCRUITREGs.
3. Monitor recruiting production to ensure targets are adequately met.
4. Develop, monitor, and recommend research that will be beneficial both the near term and long term to the recruiting effort.
5. Estimate the impact of potential policy changes, conducts market analysis, provides the results of analysis to COMNAVCRUITCOM leadership noting the impact that changes in policy and the recruiting environment have on recruiting mission accomplishment.
6. Serve as a liaison to the recruiting commands of the other services.
7. Provide fitness report input to COMNAVCRUITCOM on N5 Department officers.

DIRECTOR, OPERATIONAL ANALYSIS DIVISION (N51)

Function. Develop both operational and strategic plans in support of the recruiting policies established by higher authority and to report on current operational recruiting production. Maintain liaison with the higher authority regarding recruiting operations and policy development/implementation.

Major Responsibilities

1. Review and analyze future and current programs, recruiting requirements, and resource planning guidance for the field recruiting force.
2. Develop plan for assigning recruiting goals and distribute the planned recruiting goals to the regions.
3. Continuously monitor-recruiting production to ensure targets are adequately met.
4. Estimate the impact of changes to policy and the recruiting environment has on recruiting mission accomplishment.
5. Serve as liaison for the recruiting command to higher authority regarding recruiting operations and policy development.
6. Act as the Deputy Director, Plans, Analysis and Research Department responsible for all military related activities.

DIRECTOR, MODELING AND ANALYSIS GROUP (N511)

Function. Identify the recruitable market using analytic models, making recommendation on both national and regional goals, as well as the allocation of recruiting resources required to achieve recommended levels of market penetration for both enlisted and officer markets. Conduct analytic modeling to optimize resources allocation in the development of fair market shares recommendations for subordinate commands.

Major Responsibilities

1. Perform selected analyses and provide recommendations relative to goaling procedures and goal levels.
2. Develop database requirements for geo-demographic profiling of the recruiting market.

3. Identify gaps in knowledge of market factors and environmental forces through the strategic planning process and specified requirements for future research and studies.
4. Conduct analyses of production data at the zip code, county, area of dominant interest, and recruiting district levels to determine market penetration, share factors, and recruiting problems at the recruiting district level.
5. Propose management actions and resource allocations to increase market penetration.
6. Maintain awareness of other services' recruiting organizational structure, policies, programs, and performance to include contract and accession statistics.
7. Develop and maintains zip code level market databases.
8. Prepare and coordinate the command annual goaling plan.
9. Perform analysis of monthly production data and accessions in order to complement future goal assignment.
10. Maintain models that forecast contract quantity by Navy Recruiting Districts and identify factors that influence present production and expand the market.
11. Maintain databases and models which forecast enlisted and officer supply.
12. Develop annual market shares by Navy Recruiting Areas and Districts.
13. Review and analyze requirements, resource planning and prioritization, and allocation of fiscal programs.
14. Perform selected analyses and provide recommendations relative to the effectiveness of operating systems.
15. Conduct research, collect and process demographic, economic and recruiting production data from a variety of sources, both public and proprietary.
16. Build statistical model of recruit supply function based on demographic, economic and production data.

17. Perform sensitivity analysis to evaluate impact of changes in recruiting resources on projected recruit supply.
18. Assess proposed recruiting goals to regions and districts.
19. Allocate recruiting goals to regions and districts.
20. Monitor and evaluate enlisted and officer production during FY.
21. Develop the officer recruiting incentive system given recruiting goals.
22. Implement, manage and disseminate officer recruiting incentives system.
23. Provide quality assurance checks on the officer data found in PORT.
24. Maintain historical officer production data.

DIRECTOR, CURRENT OPERATIONAL ANALYSIS GROUP (N512)

Function. Provide day-to-day production tracking and analyze information at appropriate levels. Recommend allocation of in-month changes to goals and new contract requirements. Execute goal changes issued by higher authority. Prepare monthly production reports on COMNAVCRUITCOM accessions and contracts to CNP, CNO, OSD, and other government agencies.

Major Responsibilities

1. Conduct analyses of recruiting programs and systems to assess their effectiveness and projected Return on Investment (ROI).
2. Analyze accession data to develop psycho-graphic and demographic profiles of personnel entering the Navy and their distribution across ratings.
3. Provide analysis for targeting resource allocation.
4. Monitor and analyze accession trends and provide data and recommendations for changes to senior management.
5. Develop and coordinate the FY Recruiting Strategy Plan for each fiscal year.

6. Track field accessions and new contract attainment on a daily basis. Update the goal-planning matrix, issue goal-grams, and provide accurate, timely production data as required.
7. Track progress toward quality, gender, and representation goals. Make appropriate recommendations for policy change to support mission attainment.
8. Maintain historical production data and serve as the single source of all production data.
9. Monitor and analyze accession trends and provide data and recommendations for changes to senior management.
10. Develop and coordinate the FY Recruiting Strategy Plan for each fiscal year.
11. Conduct analysis on recruiter PPR, national/regional unemployment analysis, DEP/RTC attrition analysis.
12. Collect production data from PRIDE and NAVCRUITREGs.
13. Provide liaison with community managers to implement accession plans.
14. Evaluate goal attainment and develop plans to adjust course of action if necessary.
15. Prepare briefs on recruiting activities and status, such as the monthly recruiting brief.
16. Analyze relationships among forecasts, goals and current production.

**DIRECTOR, RESEARCH STUDIES AND
MARKET ANALYSIS DIVISION (N52)**

Function. Conduct the specific research and analysis projects related to the recruitable market and recruiting processes. Develop analytic models necessary to conduct market research to optimize recruit market penetration and provide recommendations for future research. Provide analytically sound research products required for COMNAVCRUITCOM to make resource allocation decisions, project future resource requirements and inform policy decisions. Serve as the command representative in the conduct of joint research projects sponsored by DoD or the other military services.

Major Responsibilities

1. Serve as Head of Research coordinating all command research activities, and act as representative in Research and Development joint forums (other services, DoD and other government agencies).
2. Review and analyze programs, requirements, resource planning and allocation policies for the field.
3. Develop annual research budget and plan to include identification of potential sources (both internal or external) to perform research projects.
4. Prepare, monitor and manage the Research and Study Program. Provide input and justification to DoN research and study programs. Recommend priorities for recruiting research and studies.
5. Participate and report Joint Services recruiting research activities to the chain of command.
6. Provide analysis of the effectiveness of the COMNAVCRUITCOM advertising program.
7. Act as the Deputy Director, Plans, Analysis and Research Department responsible for all civilian related activities and managing the Department's budget.

DIRECTOR, RESEARCH AND STUDIES GROUP (N521)

Function. Monitor and provide resource justification for, and guides the COMNAVCRUITCOM Recruiting Research and Development Program. Establish proper contracting vehicles that provide COMNAVCRUITCOM the ability to respond to detailed analytical questions on recruiting issues. Determine the appropriate methodologies to conduct various long-term recruiting research projects conducted by outside agencies and conducts near-term research as directed.

Major Responsibilities

1. Plan, prioritize, and manage long-range research and studies of recruiting environments, markets, systems, and programs that effect recruiting success.

2. Review statement of work specifications, requests for approval of contractor support, experimental and test designs, and analysis plans for COMNAVCRUITCOM sponsored research, studies, tests, and experiments.
3. Coordinate and exchange information on research, studies, evaluations, tests, and experiments pertaining to COMNAVCRUITCOM missions and functions including participation on study advisory groups, scientific symposia, and working groups.
4. Represent the command on committees internal and external to the command dealing with research and studies issues.
5. Coordinate Navy recruiting research, studies, and data collection efforts. Develop and modify recruiting models and databases.
6. Monitor and evaluate the recruiting and manpower research studies and analysis conducted by the Navy, DoD, and other government and private institutions.
7. Maintain a technical library of research studies, evaluation, test and experiment reports, publications, and other documents related to the COMNAVCRUITCOM mission.
8. Coordinate with COMNAVCRUITCOM to provide supporting analysis as required ensuring the effectiveness of the Navy Recruiting Advertising Program.
9. Provide the supporting analytic capability to Analyze the cost and benefits of various advertising mixes. Provide results and recommendations to COMNAVCRUITCOM's Marketing and Communications Department and/or the Navy's advertising agency for use in developing and modifying advertising campaigns.
10. Provide the supporting analytic products as required to the Marketing and Communications Department to support the development of various advertising plans and methodological guidance in evaluating the results of the various advertising programs.
11. Conduct analysis to include development of study plans, survey/data collection methodologies, development and deployment of survey instruments, data collection and processing activities.

12. Perform statistical analysis, prepare written documentation of the analytic results and disseminates those results via briefings, technical reports and/or information papers.

DIRECTOR, MARKET ANALYSIS GROUP (N522)

Function. Collect population and statistical data for designing the configuration of the Standardized Territorial Evaluation and Analysis for Management (STEAM) model to analyze the recruiting markets and identify resource allocation strategies in support of local recruiting requirements. Develop new programs and policies as pertain to station staffing, resource allocation, and geographical considerations as well as location.

Major Responsibilities

1. Provide support for STEAM applications to the field recruiting force.
2. Coordinate STEAM data distribution to the field recruiting force and explore alternative design and software enhancements.
3. Provide All Service Accession Data sorted by zip code.
4. Provide population and/or economic analysis assignments regarding Navy Recruiting Station (NAVCRUITSTA) staffing, location, resource allocation, and productivity.
5. Compile, organize and analyze data including the yearly Zip Code Market Analysis.
6. Specify the design for reports, maps, and for the electronic interface that applies to the STEAM process.
7. Monitor, evaluate, and coordinate STEAM visits to subordinate units. Assess the performance and effectiveness of new or substantially modified STEAM systems.
8. Collect data from a variety of sources to determine the effectiveness of STEAM, station staffing and location, goaling, and resource allocation. Research and collect data to assist in market identification.
9. Develop maps and reports for comprehensive ASAD analysis.
10. Analyze past production trends to seek gains in future recruiting.

11. Geo-code Navy leads data and analyzes conversion rates.
12. Evaluate proposed station openings/closings and station recruiter manning.
13. Train district STEAM operators on current WEBSTEAM, WINSTEAM, and MapInfo procedures.
14. Develop programs and specialized routines for WEBSTEAM, WINSTEAM and MapInfo to ease user burden while providing more extensive mapping capabilities.
15. Assist STEAM users in the interpretation of maps and reports to enhance NAVCRUITDIST/NAVRESCUITAREA performance by targeting specific areas, adjusting the number of Navy recruiters and analyzing territories to determine the potential for station openings/closings.

DIRECTOR, LEGISLATIVE AND RESOURCE PLANNING DIVISION (N53)

Function. Serve as COMNAVCRUITCOM's liaison to the Special Assistant for Legislative Matters to the Chief of Naval Personnel on legislative matters and Congressional interest items not related to individual constituents. Serve as COMNAVCRUITCOM's liaison to OPNAV N12 and PERS-03 on budget and programming matters affecting the MPN and RPN appropriations.

Major Responsibilities

1. Coordinate COMNAVCRUITCOM's input for the Parade of Captains briefing. Draft COMNAVCRUITCOM's annual input to the CNP Posture Statement (written statement to Congress). Support CNP and/or COMNAVCRUITCOM in preparation for annual Congressional testimony. Provide recruiting information to SECNAV and OSD leadership in preparation for Congressional testimony. Provide information for Insertions for the Record (IFR) and Questions for the Record (QFR) as necessary.
2. Coordinate with COMNAVCRUITCOM departments in the development of inputs to both Unified Legislation and Budgeting cycles (Programming and Budgeting) as well as for Omnibus Legislation. Justify and defend COMNAVCRUITCOM ULB submissions to OPNAV, SECNAV, OSD, OMB, and Congress as necessary. Liaison with COMNAVCRUITCOM staff to coordinate response to ULB proposals originated by OPNAV and other Services which affect recruiting.

3. Coordinate with OPNAV N12 and COMNAVCRUITCOM department heads on submission of Program Objective Memorandum (POM)/Program Review (PR) issue papers. Drafts COMNAVCRUITCOM's strategy narrative for the N1 Capabilities Plan. Coordinate between N12, PERS-03, and COMNAVCRUITCOM staff in all POM/PR and budget issues affecting the MPN and RPN appropriations. Provide changes to resources at the Resource Sponsor, OPNAV N8, OSD/OMB and Congressional levels.
4. Use models with economic, demographic, and resource variables to estimate COMNAVCRUITCOM's ability to make the recruiting quantity and quality missions under various conditions.
5. Work with COMNAVCRUITCOM N1, N3, N5, and N8 to maintain resource chart of current Program of Record (POR) for all recruiting programs, their associated unfunded requirements, and accession mission quality/quantity requirements across the FYDP. Use data to develop briefs and respond to numerous short notice taskers.
6. Maintain familiarity with the Programming and Budgeting Information System (PBIS) database to ensure COMNAVCRUITCOM resources are accurately captured, changes to POR are tracked and distributed to affected department, and up-to-date inflation rates and military pay rates are used in numerous calculations.
7. Work with COMNAVCRUIT (N8) staff to obtain Cost per Recruit data for all Services in order to respond to numerous short notice taskers.

DIRECTOR, ENLISTMENT INCENTIVES GROUP (N531)

Function. Serve as program manager for the programming, budgeting, and execution of the various Navy enlistment incentives. These incentives currently include the Enlistment Bonus (EB) program, the Navy College Fund (NCF), the Loan Repayment Program (LRP), and the four incentives related to the National Call to Service (NCS) enlistment option. Congress may authorize College First as an enlistment incentive starting in FY05.

Major Responsibilities

1. Propose EB, NCF, and LRP eligibility and award levels for all programs and ratings to which COMNAVCRUITCOM recruits. Eligibility and award levels determined based on existing

budgets, ASVAB requirements, term of obligated service, and anticipated difficulty in meeting the various recruiting goals.

2. Work with COMNAVCRUITCOM N3 and enlisted community managers to ensure their priorities are included in the various award levels. Ensure proposed award levels can be executed within budget and gain COMNAVCRUITCOM and OPNAV N13 approval to release new GENADMIN messages containing final incentive award levels. Enter award levels in PRIDE once GENADMIN has been approved and released.

3. Track monthly execution of the EB, NCF, and LRP incentives and report monthly expenditures to COMNAVCRUITCOM. Develop presentations for the enlistment incentives to be included in the monthly MPN Brief to CNP. Represent COMNAVCRUITCOM at monthly MPN brief.

4. Develop COMNAVCRUITCOM policy for the NCF and LRP programs and ensure updated policy is included in CRUITMAN updates or is otherwise communicated to the various MEPS and NRD staffs.

5. Coordinate with OPNAV N130D, the EB policy owners, to ensure correct policy is captured in CRUITMAN and is provided to the field. Liaison with PERS-604, the Education Programs and Services Branch, on any legislative and policy changes affecting NCF and LRP.

6. Address questions from the field on EB/NCF/LRP policy and processing questions.

7. Provide information and assistance to research organizations on enlistment incentive data, processes, and policies. (Examples of organizations include the Center for Naval Analyses, SPAWAR for MILITAPS, and NRAMS development teams.)

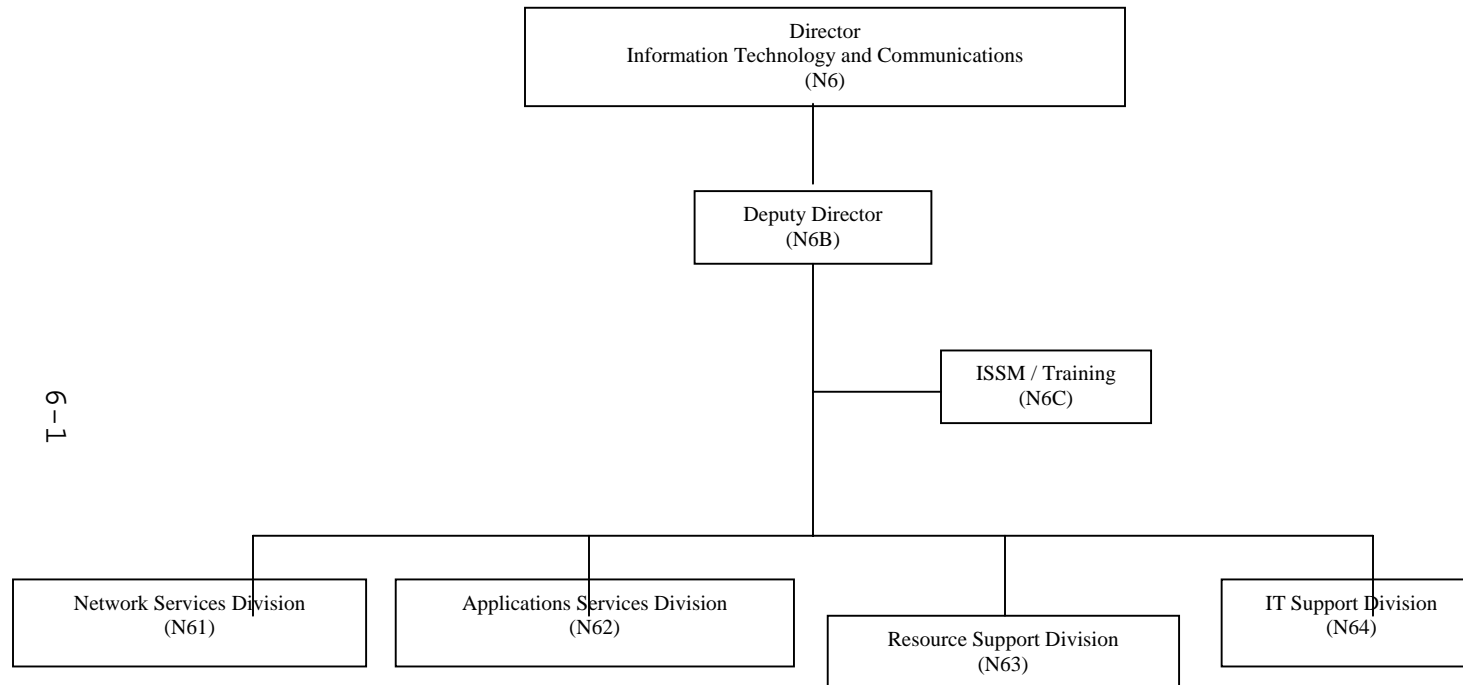
8. Provide analysis of COMNAVCRUITCOM resource requirements for Program Objective Memorandum (POM)/Program Review (PR) submissions as is related to enlistment incentives programs.

9. Conduct analysis of recruiting enlistment incentive programs and systems to assess their effectiveness and projected return on investment.

10. Conduct specific analyses to support policy and strategic decisions WRT to the conduct and execution of Navy enlistment incentive programs. Collects and maintains required documentation for LRP representatives.

INFORMATION TECHNOLOGY AND COMMUNICATIONS DEPARTMENT

ORGANIZATION



Chapter Six

INFORMATION TECHNOLOGY AND COMMUNICATIONS DEPARTMENT

Organizational Relationship

DIRECTOR (N6)

Function. Manage the Automated Data Processing (ADP) and office information technology to support recruiting functions at the Navy Recruiting Command and in the field; coordinate and direct all automated data processing planning and development efforts with other commands, military services, and civilian contractors; provide telecommunications support for Navy Recruiting through voice and data communications, electronic mail, Local Area Networks (LANs), Metropolitan Area Networks (MAN), and Wide Area Networks (WANs); provide training for Information Technology users; evaluate and select systems and software; formulate and approve Information Technology Policy Standards; and plan, budget, and execute all Operations and Maintenance, Navy (O&M,N) and Other Procurement, Navy (OPN) funds authorized to the Information Technology/Communications Department.

Major Responsibilities

1. Manage all Information Technology for Navy Recruiting Command.
2. Direct formulation and approve Information Technology policy and standards.
3. Direct supervision and training of Information Technology users for the Navy Recruiting Command.
4. Interface and coordinate with other Navy Recruiting Command Department Directors on Information Technology matters.
5. Direct evaluation and selection of systems and software for Navy Recruiting Command's Information Technology configuration.
6. Provide telecommunications support for Navy Recruiting Command Information Technology.
7. Chair the Information Systems Configuration Control Board.

8. Coordinate all Information Technology functions with other commands, military services, and civilian contractors.

9. Provide fitness report input to COMNAVCRUITCOM on N6 Department officers.

DEPUTY DIRECTOR (N6B)

Function. Assist the Director, Information Technology/Communications Department in providing ADP and office Information Technology to support the management of recruiting functions at the Navy Recruiting Command Headquarters and in the field; assist in all automated data processing planning and development efforts with other commands, military services and civilian contractors; monitor telecommunication support for Navy Recruiting voice and data communications, electronic mail, Local Area Networks (LANs), Metropolitan Area Network (MAN) and Wide Area Networks (WANs); help formulate Information Technology policy standards and plans, budgets for and helps to execute all Operations and Maintenance, Navy (O&M,N) and Other Procurement, Navy (OPN) funds authorized for the Information Technology Department. Manage the Information Technology/Communications Department in the absence of the Department Head.

Major Responsibilities

1. Advise the Director, Information Technology/Communications Department on the status of all ADP matters.

2. Assist in all ADP planning for hardware, systems software, and telecommunications.

3. Coordinate ADP operations with other Divisions and Departments within NAVCRUITCOM and with other commands.

4. Develop procurement specifications for hardware, systems software, and telecommunications within budgetary controls established for the Department through coordination with Department budget officers.

5. Represent the Department and the Navy at technical seminars, functions, and activities in support of DoD programs.

6. As senior civilian in the Department, implement and monitor civilian personnel policies.

7. Assist in coordination of Information Technology functions with other commands, military services, and civilian contractors.

INFORMATION SYSTEMS SECURITY MANAGER (ISSM) (N6C)

Function. Act as the NAVCRUITCOM focal point and principal advisor for INFOSEC matters on behalf of the Designated Approving Authority (DAA). The ISSM reports to the DAA and implements the overall INFOSEC program approved by the DAA. This includes Automated Information System (AIS) accreditation, incident reporting (in accordance with OPNAVINST 2201.3), Information Assurance (IA) Training (in accordance with DoD 5200.28), and actions as directed. Provide oversight on all network security system issues to include but not limited to:

1. Intrusion Detection System (IDS),
2. Firewalls and the DoD/DoN policies which govern them,
3. Vulnerability Assessment, and
4. Anti-Virus software.

Major Responsibilities

1. Ensure that an AIS security education and training program is in place.
2. Ensure that the AIS is operated, used, maintained, and disposed of in accordance with internal security policies and procedures.
3. Enforce security policies and safeguards on all personnel having access to the AIS for which the ISSM has cognizance.
4. Ensure that users have the required personnel security clearances, authorization and need-to-know, have been indoctrinated, and are familiar with internal security practices before access to the AIS.
5. Ensure audit trails are reviewed periodically.
6. Begin protective or corrective measures if a security problem exists.

7. Report security incidents in accordance with OPNAVINST 2201.3 and to the DAA when an AIS is involved.
8. Report the security status of the AIS, as required by the DAA.
9. Evaluate known vulnerabilities to ascertain if additional safeguards are needed.
10. Maintain a plan for system security improvements and progress towards meeting the accreditation.
11. Ensure that INFOSEC program requirements are met.
12. Implement the risk management program required by the DoN.
13. Verify that appropriate security tests are conducted and documented.
14. Ensure that all NAVCRUITCOM AIS's are accredited.
15. Ensure that accreditation support documentation is developed and maintained.
16. Provide the DAA with an accreditation package for systems under the DAA's purview to verify that each AIS meets security specifications for an acceptable level of risk.
17. Review the accreditation documentation semi-annually, accredit as required or every three years.
18. Ensure that proposed system changes are reviewed, and that implemented system modifications do not adversely impact the security of the system.
19. Hold a position as a Member of the Configuration Control Review Board (CCRB).
20. Ensure contingency plans are developed and tested.
21. Ensure that IS users' activities are monitored to verify compliance with security policies and procedures.
22. Coordinate with Information Systems Security Officers (ISSO) and Network Security Officers (NSO), who provide system-level INFOSEC support within the confines of the ISSM's area of responsibility.

DIRECTOR, NETWORK SERVICES DIVISION (N61)

Function. Manage the automated data processing (ADP) operations, systems, and network personnel; manage the hardware, systems software, and production data for the Navy Recruiting Command; and provide computer support for the headquarters development of systems, and for headquarters and field production ADP processes.

Major Responsibilities

1. Advise the Director, Information Technology Department on status of all ADP matters.
2. LAN Administration responsibilities include:
 - a. Overall operation of all LAN/WAN equipment to include servers, hubs, routers, wiring, and network protocol.
 - b. E-mail and Internet connectivity for 7,000 users.
 - c. Resolution of all action calls to include password issues, configuration settings for NT/2000/2003, e-mail and Internet issues, mapping drives and printer set-up.
 - d. Proper back up and restore on all systems files.
 - e. Protection against virus contamination.
 - f. Construction of new servers and configuring the operating systems.
 - g. Current documentation of network components.
 - h. Architectural changes and update to infrastructure.
 - i. Administrator of NMCI shared file space.
 - j. Administrator of NMCI Global Address list.
3. Web Hosting responsibilities include:
 - a. Operation of web hosting services for Intranet and Internet sites for COMNAVCRUITCOM (including but not limited to <https://rq.cnrc.navy.mil>, <http://www.cnrc.navy.mil>, <https://owa.cnrc.navy.mil> and <https://footprints.cnrc.navy.mil>).

- b. Maintaining hardware equipment and software programs required for operation, design and connectivity to web sites, related databases, and any additional functionality such as e-mail connectivity for forms based surveys, etc.

- c. Resolution of connectivity problems accessing web sites noted above.

4. E-mail responsibilities include:

- a. Operation of the e-mail network architecture.

- b. Exchange server operations; includes installation of Exchange server software, required service packs, Information store maintenance, server level virus protection for the IS (Norton), message transfer agents and connector (Simple Mail Transfer Protocol (SMTP) & X.400) operation and Outlook Web Access server operation.

- c. Resolution of all action calls regarding e-mail and NT passwords, Outlook configurations & SMTP connectivity.

- d. Approve architectural changes and updates to infrastructure.

5. Data Communications responsibilities include:

- a. Proper operation of Defense Information Systems Agency (DISA) and Recruit Servicing Network (RSN).

- b. Maintaining 1-800 dial in solution.

6. Information Storage/Availability/Integrity responsibilities including:

- a. Total information storage capabilities including e-mail, database, and file services.

- b. Insurance of data integrity.

7. Message Center responsibilities include:

- a. Proper transmission and receipt of message traffic through Gateguard.

- b. Proper delivery of message traffic to internal users.

8. Supervise the training of military and civilian personnel N6.
9. Develop procurement specifications for hardware, systems software, and telecommunications within budgetary controls established the N6 by the Director, Information Technology/ Communications Department through the coordination with the department budget officer.
10. Ensure security of the computer room through monitoring of ADP security, backup, and recovery processes.

DIRECTOR, APPLICATIONS SERVICES DIVISION (N62)

Function. Responsible for the COMNAVCRUITCOM's specific/unique software programs and required maintenance, to include but not limited to: upgrading, developing, optimizing, troubleshooting, managing, and analyzing user requirements. Receives requests for all projects dealing with Information Technology and the technology within COMNAVCRUITCOM. Analyze user requirements, with respect to the command requirements, determining the most efficient and effective resolution. Analyze commercial and government resources. Analyze the Recruiting Force requirements for information technology throughout the nation and provide the necessary automated solutions. Responsible for overall customer support, training and systems analysis for Recruiter Tools (RTOOLS), responsible for development of web pages and maintenance on the COMNAVCRUITCOM Intranet site (Recruiting Quarterdeck) and for systems liaison activities and overall oversight of the Navy Recruiting and Accession Management System (NRAMS).

Major Responsibilities

1. Applications Development

a. **Functional Analysis.** Analysis of user requirements; determination of imbedded security needs; analysis of impact on existing applications; preparation of programming assignment documentation; and analysis of existing systems as candidates for shared data.

b. **System Development.** Develops internal applications and systems documentation.

c. System Maintenance. Routine data integrity checks; back up of systems; Structured Query Language (SQL) server administration; FastData ORACLE database administration; and server error checking and resolution.

2. Application Support

a. Customer Support. Modification, expansion and enhancement at user request of COMNAVCRUITCOM developed applications; analysis of user-developed systems to determine compatibility with existing systems.

b. Problem Resolution. Repair of corrupt data tables; and modification of existing systems for efficiency purposes. Rebuild of corrupt RTOOLS databases at user location.

c. Fielding. User training on new and existing COMNAVCRUITCOM developed systems; application of security procedures for read versus write capabilities; and on-site field training and support for RTOOLS.

d. Liaison. Preparing Data Processing Systems Requests (DPSRs) for mainframe systems in support of the Recruiting mission; overall project oversight of the Navy Recruiting and Accession Management System (NRAMS) and functional point of contact for defining, documenting and providing user requirements to contractor. Liaison with SPAWAR ITC WASH Det for all system analysis, programming and software issues related to RTOOLS.

3. Web Services

a. Web Development (Content Oriented Information). Provide command level policies and procedures to supplement the DoN directives in the oversight and management of COMNAVCRUITCOM web sites. Establish balance between supplying information to various audiences and protecting operational security, privacy of information and personal safety.

b. Web Application (Process Oriented E-commerce). Determine which Page Masters should be authorized with write permissions and reports when write permissions should be terminated; insure that information contained on the COMNAVCRUITCOM site conforms to existing Intranet/Internet policies and standards; ensures sites are Section 508, Handicap Accessibility compliant; liaison with Code Page Masters to develop strategies for information delivery to headquarters and field elements; create web pages using content creation

software, such as FrontPage (COMNAVCRUITCOM standard), Netscape Composer, Notepad, and Dream Weaver; overall responsible for updates and modifications to contents and links on COMNAVCRUITCOM site; post unit information on the COMNAVCRUITCOM Intranet/Internet for Page Masters who are not authorized write permission; acts as liaison between the COMNAVCRUITCOM Codes and NAVCRUITDIST/NAVRESCUITAREAs when resources or training is needed; and represents N6 and acts as Chairman of the Intranet/Internet Technical Working Group.

DIRECTOR, RESOURCE SUPPORT DIVISION (N63)

Function. Plan, budget, and execute all Operation and Maintenance Navy and Other Procurement Navy funds authorized to N6. Provide support to scheduling and quality control for all applications software placed in a production environment; and support the other departments as the chief data administrator for all software within COMNAVCRUITCOM. Administrative functions including data element management, standardization and policy setting, and interaction with other commands for data sharing/standardization procedures. Provide overall telecommunications management for the command.

Major Responsibilities

1. Budget Management

a. Prepare input for Program Objective Memorandums (POM), NAVCOMPT, Secretary of Defense, and Presidential Automatic Data Processing ADP) budgets.

b. Prepare responses to answer questions concerning budget submissions.

c. Formulate annual operating budgets and ceilings for N6.

d. Monitor budget execution and track obligations and commitments against contracts.

e. Prepare documents needed to secure contracts necessary for N6's mission accomplishment.

2. Telecommunications

a. All Voice and Data Communication in support of COMNAVCRUITCOM to include cell phones, Pagers, Blackberrys and devices of that nature.

b. Functions related to the Telecommunications Ordering and Pricing System (TOPS) including: Overall management review for ordering and billing of local voice service (COMNAVCRUITCOM wide); orders for service processing by NAVCRUITDIST/NAVRESCUITAREAs to Government Services Administration (GSA) through TOPS; service order processing by GSA; service and support by the Local exchange carriers; oversight of analysis for fraud wastes and abuse; identify budget requirements for current and out years, identify new requirements and potential funding source, and submit budget exhibits as required; monitor expenditures and conduct timely analysis to prevent over expenditure of budget.

c. Maximize savings through best mix of support (commercial and/or Federal Telecommunication System (FTS2001) service).

d. Non-TOPS Voice ordering functions including: Prepare funding documents for communications services to include service for FTS2001/MCI, FTS2001/Sprint, local service, cell phones and pagers. Receive and process the consolidated monthly FTS2001/MCI and Sprint invoices by certifying and submitting to DFAS-SD for payment; process paperwork for new phones, accessories, lines etc.; trouble shoot line irregularities, handled trouble calls and phone issues for the command; maintain the communications policy and guidance included in COMNAVCRUITCOMINST 2061.2 for the HQ and NAVCRUITDIST/NAVRESCUITAREAs; and track the expenditure of communications charges by establishing and maintaining spreadsheets on the monthly charges.

e. Data communications connectivity for recruiting stations via an Internet Service Provider (ISP) using a local phone number. Acquisition of ISP service is specifically funded for the production recruiters and coordinated through Joint Recruiting Management Support System (JRMS).

3. Acquisition Configuration Maintenance

a. IT Hardware/Software Support contract oversight

b. Nationwide ADP equipment distribution.

c. Navy Recruiting nationwide IT inventory database via the Defense Information Technology Management System (DITMS).

d. Laptop computer warranty program for all of Navy Recruiting Command.

- e. Information Management Plan (IMP) consolidation and coordination.
- 4. Assist Department Directors with ADP Life Cycle Management.
- 5. Direct the supervision and training of military and civilian personnel assigned to N6.

DIRECTOR, INFORMATION TECHNOLOGY SUPPORT DIVISION (N64)

Function. Responsible for COMNAVCRUITCOM Help Desk operations, Headquarters Desktop Support, and all PC Support personnel. Manage trouble ticket resolution to insure customer satisfaction. Provide recommendations for software/hardware upgrades and conduct beta testing before implementation of upgrades.

Major Responsibilities

- 1. Desktop Support
 - a. Advise Director, IT Department on all NMCI and desktop support/helpdesk issues.
 - b. NMCI subject matter expert.
 - c. Subject matter expert in PC's, hardware and software.
 - d. NMCI Activity Customer Technical Representative.
 - e. Coordinate NMCI Moves, Adds, and Changes.
 - f. Install, upgrade and maintain software and hardware for COMNAVCRUITCOM PC's.
 - g. Troubleshoot Desktop networking connectivity issues.
 - h. Install peripheral equipment and computer components.
 - i. Test and evaluate beta software to ensure compatibility.
 - j. Prepare and maintain computer images.
 - k. Train Departmental System Administrators (SYSADs) on the latest applications and hardware issues.
 - l. Research and recommend computer components.

m. Troubleshooting assistance for hardware/software problems.

2. Help Desk

a. Receive IT trouble calls for N6.

b. Cover the Help Desk.

c. Manage the web based Footprints trouble tracking program.

d. Track and maintain all trouble tickets.

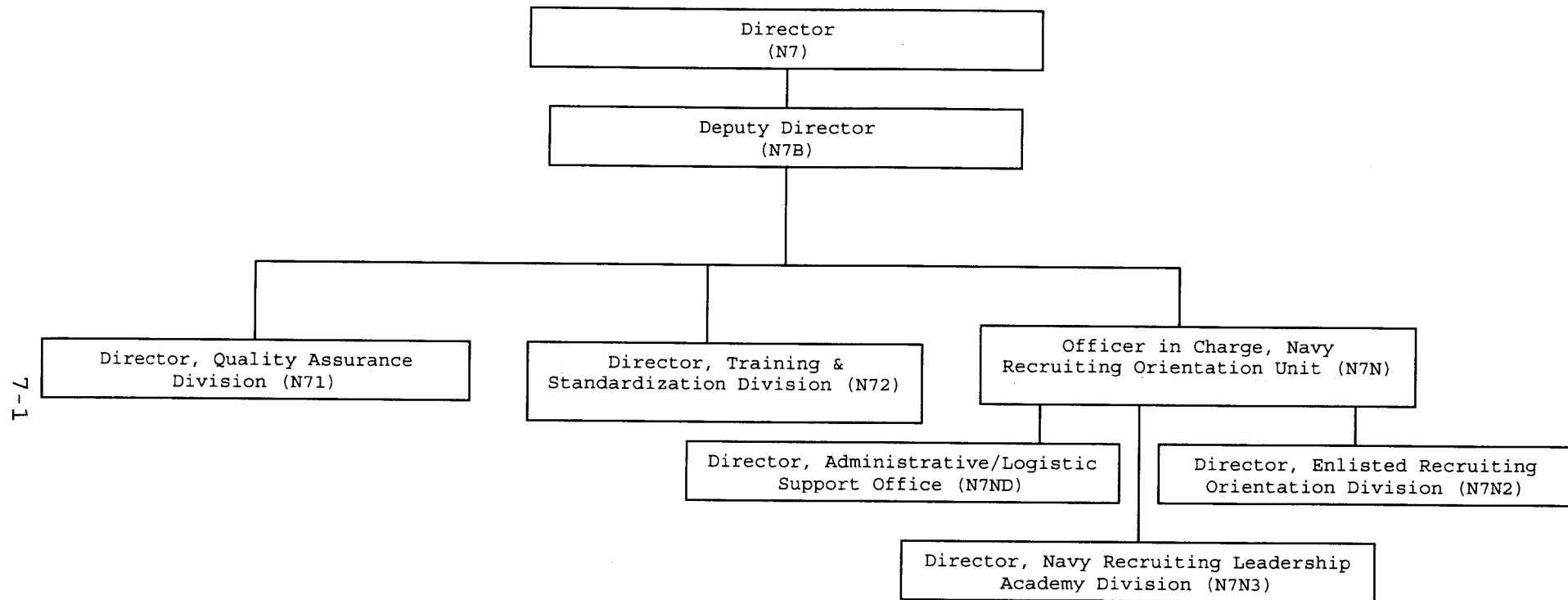
e. Assign incoming trouble tickets to their respective division.

f. Customer assistance with trouble tickets from beginning to resolution.

g. Provide a Customer Service feedback survey.

3. Direct the supervision and training of military and civilian personnel assigned to N6.

TRAINING AND QUALITY ASSURANCE DEPARTMENT ORGANIZATION



Chapter Seven

TRAINING AND QUALITY ASSURANCE DEPARTMENT

Organizational Relationship

Director (N7)

Function. Plan, direct, control and coordinate all recruiting orientation and follow-on/Career Recruiter training for officer and enlisted recruiters, supervisory and support personnel assigned to the Navy Recruiting Command. Assists Commander, Navy Recruiting Command with the planning and development of recruiting training policy. Conduct scheduled quality assurance inspections follow-up inspections and training assist visits. Develop training based on national recruiting trends.

Major Responsibilities

1. Develop, maintain and continuously monitor training curriculum.
2. Manage programs for the standardization of training across the recruiting continuum.
3. Plan, develop, implement and evaluate the organization's training program.
4. Interpret and implement policies and training guidance received from higher echelons.
5. Advise the Commander on all matters concerning enlisted and officer programs training, particularly with respect to the degree of success attained by each program in meeting training objectives and the difficulties anticipated or experienced in the management or execution of training programs and policies.
6. Plan, develop, implement and evaluate Commander Navy Recruiting Command's quality assurance inspection programs.
7. Develop, implement and monitor the organization's mobile training team.

Deputy Director (N7B)

Function. Plan, develop, and implement the Navy Recruiting Command Training Program. Monitor all COMNAVCRUITCOM policies to ensure that required training policy is updated. Monitor Navy Recruiting Training and Inspection Programs, and serve as a consultant and advisor to command personnel and Director, Training and Quality Assurance Department on training matters.

Major Responsibilities

1. Primary assistant to the Director, Training and Quality Assurance Department in monitoring the overall effectiveness of the COMNAVCRUITCOM Training and Inspection programs. Submits comments and recommendations based upon field observations to the Director, Training and Quality Assurance Department.
2. Formulate and implement the Commander, Navy Recruiting Command Training, Development and Inspection Program.
3. Function as a Staff Advisor and focal point for all matters pertaining to training and inspections.
4. Maintain close liaison with other components of N7, specifically the Navy Recruiting Leadership Academy Division.
5. Maintain close liaison with all Navy Recruiting Command Headquarters Staff codes and field activities (Regions and Districts) to identify training needs and provide recommendations to develop or revise training policy.
6. Provide special assistance on projects identified by the Director, Training and Quality Assurance Department (N7).
7. Develop inputs on budget and resource requirements in support of training and inspections.

Director, Quality Assurance Division (N71)

Function. Provide and conduct Navy Recruiting District assessments and technical assist visits for enlisted recruiters, officer recruiters, supervisory and support personnel assigned to the Navy Recruiting Districts. Assist the Director, Training and Quality Assurance Department, Navy Recruiting Command in conducting Command Inspections of the Navy Recruiting Districts.

Major Responsibilities

1. Conduct scheduled command inspections of Navy Recruiting Districts at the direction of Commander Navy Recruiting Command.
2. Coordinate with Navy Recruiting Regions to conduct follow-up inspections of the scheduled command inspections to verify compliance with corrective actions.
3. Conduct technical assist visits to Navy Recruiting Districts at the direction of Commander Navy Recruiting Command or the request of the Navy Recruiting Region Commander or Navy Recruiting District Commanding Officer.
4. Identify and disseminate common inspection trends discovered during command inspections to be used as a training aid for Navy Recruiting personnel.
5. Serve as course manager for the Enlisted Programs Officer II course of instruction.
6. Identify best practices used by field recruiting personnel and forward same to N72 and N7N for training and curriculum development.
7. Augment the National Training Team (N72) to conduct field training of Navy Recruiting Command field activities as directed by the Commander.
8. Augment the Navy Recruiting Command Orientation Unit (N7N) to conduct recruiter training as directed by the Commander.

Director, Training and Standardization Division (N72)

Function. Provide and conduct field training for enlisted recruiters, officer recruiters, supervisory and support personnel assigned to the Navy Recruiting Districts and Navy Recruiting Regions. Assist Director, Training and Quality Assurance with the planning, development and implementation of recruiting training policy.

Major Responsibilities

1. Conduct visits to Navy Recruiting Districts and Navy Recruiting Regions at the request of the District Commanding Officer, Region Commander or Director, Training and Quality Assurance to train incumbent recruiting personnel.

2. Assist Region and Headquarters Staff with planning and conducting Recruiter-in-Charge Field Course, Zone Supervisor Field Course, training conferences, symposia and professional development seminars.
3. Serve as Course Manager for PXO(SEWG), LPT, Logistics Support Officer, Education Specialist, Chief Administrator, Public Affairs Officer formal training courses and other follow-on training courses conducted at HQ, Navy Recruiting Command.
4. Interpret, analyze and advise the Director on policies and training guidance received from higher echelons.
5. Provide lifecycle training plans for Navy Recruiting Command initiatives, which contain a training component. Prepare budget submissions in support of lifecycle training plans.
6. Prepare and publish COMNAVCRUITCOMINST 1500.4, TRAINING PROGRAM FOR NAVY RECRUITING COMMAND FIELD ACTIVITIES. Develop and publish effective training plans, training aids and directives in support of Commander, Navy Recruiting Command policy.
7. Prepare and publish COMNAVCRUITCOMINST 1136.2, PERSONNEL QUALIFICATION STANDARDS (PQS). Revise standards to maintain currency with changes in recruiting policy.
8. Monitor training conducted throughout Navy Recruiting Command. Recommend changes in policy, resource allocation, plans or training execution to the Director.
9. Augment the National Inspection Team to conduct inspections of Navy Recruiting Districts as directed by the Commander.

Officer in Charge,
Navy Recruiting Orientation Unit (N7N)

Function. Plan, direct, control and coordinate initial recruiting orientation/training for USN and USNR officer and enlisted recruiters and support personnel assigned to recruiting duty throughout Navy Recruiting Command. Provide the best-qualified individuals to Navy Recruiting Districts, Navy Recruiting Regions and Navy Recruiting Command Headquarters. Perform such other tasks and functions as directed by the Commander, Navy Recruiting Command and the Director of Training and Quality Assurance (N7).

Major Responsibilities

1. Develop, maintain and continuously monitor all training curriculum, to ensure compliance with latest policies, procedures, and requirements of Navy Recruiting Command.
2. Evaluate all forms of instructional media used and provide technical management expertise in support of the command's mission.
3. Screen enlisted personnel assigned to recruiting duty to ensure that they meet the screening requirements of MILPERSMAN 1306-964 upon arrival at NAVCRUITCOM ORIENT UNIT and leave as highly trained, qualified, and dedicated recruiters.
4. Continually evaluate officer and enlisted instructors to ensure the highest quality of instruction possible.
5. Maintain liaison with Commanding Officer, Naval Air Station, Pensacola, the local geographical area coordinator.
6. Provide briefings on recruiting duty and other recruiting related matters to fleet units and other Navy and civilian organizations.
7. Prepare and submit budgetary and personnel requirements to Commander, Navy Recruiting Command and Director, Training and Quality Assurance. Maintain financial records as prescribed by applicable NAVCOMPT and NAVCRUITCOM directives.
8. Provide field training and assistance to Navy Recruiting activities as directed by the Director of Training and Quality Assurance (N7).
9. Ensure full and proper use of facilities and resources to accomplish mission, taking into account training, safety, and well-being of assigned personnel.
10. Establish directives concerning local policy, procedures, funding, organization, staffing, facilities management and efficiency of command operations at NAVCRUITCOM ORIENT UNIT.

Director, Administrative/Logistic Support Office (N7ND)

Function. Provide administrative and logistic support services to NAVCRUITCOM ORIENT UNIT. Implement Commander, Navy Recruiting Command and higher echelon policies regarding preparation and control of correspondence; all administration, pay and personnel support for students and staff; coordinating berthing assignments for students; ensuring effective command management programs are in place for directives/publications; forms management and reports control; and managing all command manpower issues. Ensure budget requirements are identified and maintain proper funding controls. Provide logistical support to meet staff and student needs. The Administrative/Logistics Officer concurrently serves as the Command Legal Officer and Security Officer.

Major Responsibilities

1. Provide administrative support to staff and students.
2. Ensure directives are properly maintained and correspondence is in accordance with Navy Guidelines.
3. Determine manpower needs and coordinate billet manning to ensure proper student to instructor ratio.
4. Prepare budget requirements and maintain financial records and reports for both NAVCRUITCOM ORIENT UNIT and the entire N7 department.
5. Provide supply, transportation and all other logistical support to ensure mission accomplishment.

Director, Enlisted Recruiting Orientation Division (ENRO) (N7N2)

Function. Plan, direct, control and coordinate initial recruiting orientation and canvasser recruiter training for enlisted recruiters and Command Master Chiefs assigned to the Navy Recruiting Command. Assist the Officer in Charge with the planning and development of recruiting training policy.

Major Responsibilities

1. Enlisted Navy Recruiting Orientation (ENRO): The course of instruction provides students the opportunity to learn, practice and develop competency in the areas of professional selling skills, prospecting, enlistment eligibility requirements,

processing, marketing, public speaking, recruiter incentives, quality of life, integrity and professionalism.

a. The course patterns itself along the organizational structure of an actual Navy Recruiting District and reinforces the responsibilities of a recruiter as well as the language of recruiting.

b. Concepts learned are transferred into actual practical application through increased team efforts toward problem solving. These concepts are presented throughout the course in a "spiraling" fashion.

c. Major concepts are laid out for the student and spiraled back each time with a little more detail, then integrated into the "Big Picture" of Navy Recruiting.

Director, Navy Recruiting Leadership Academy Division (NRLA)
(N7N3)

Function. Plan, direct, control and coordinate initial recruiting orientation and follow-on training for officer recruiting personnel, members of the Career Recruiting Force (CRF), and supervisory and support personnel assigned to the Navy Recruiting Command. Assist the Officer in Charge with the planning and development of recruiting training policy.

Major Responsibilities

1. Classification Interviewer Course: Provides enlisted personnel with the skills and knowledge to perform the duties as a Classifier Interviewer at the Navy Recruiting Processing Station assigned to a Navy Recruiting District (NAVCRUITDIST), Personnel Support Detachment, and Recruit Training Command.

2. Career Recruiting Force Academy (CRFA): The CRF Academy is a competency-based course for new CRF personnel. This course provides members of the CRF community with the knowledge and skills to effectively manage and lead as a Recruiter in Charge (RinC) of a Navy Recruiting Station. The main focus of the course is to instruct the RinC how to effectively utilize core recruiting systems necessary to achieve both active and reserve component mission goals. One week is devoted to prospecting, selling and processing Reserve applicants and their applications. Students also conduct a formal visit to a Navy Operational Support Center (NOSC) where they are briefed by the

NOSC chain of command, as well as get a first hand look at the daily operations of the center.

3. Career Recruiting Force Continuum (CRFC): The Career Recruiting Force Continuum is a course designed for CRF personnel who have completed the CRF Academy course. This course provides the next sequential set of competencies to reinforce the knowledge required in becoming a Navy recruiting Zone Supervisor (ZS). The main focus of this course is to allow the ZS to effectively utilize core recruiting systems necessary to achieve active and reserve component mission. Emphasis is placed on the ZS modeling behaviors in all facets of recruiting that promote mission attainment and a competent, well-trained recruiting force. Students will gain a greater understanding of the consistent habits that successful Zone Supervisors maintain to lead their personnel.

4. Enlisted Processing Division Supervisor (EPDS) Course: Provides mid-level civilian and senior enlisted who are assigned to a Navy Recruit Processing Station with the skills and knowledge to perform the duties as the Enlisted Processing Division Supervisor (EPDS). Students learn, practice and develop competency in the areas of Enlisted Processing: Organizational Management, Administration, Recruiting Qualification System, Enlisted Programs and Ratings, PRIDE Programs, Basic Enlistment Eligibility Requirements, Enlistment Waivers, Program Waivers, Mental and Physical Testing, Enlistment Forms and Documents, Delay Entry Program Discharge Procedures and Interpersonal Relationships.

5. Enlisted Programs Officer (EPO) Course: Provides officers with the skills and knowledge to perform duties as Enlisted Programs Department Head at Navy Recruiting Districts, Navy Recruiting Regions and the Navy Recruiting Command staff.

6. LEADS Production Team (LPT) course: To provide civilian and former successful E7 or above (unless waived) recruiters with the skills and knowledge to perform the duties as supervisors and advertising coordinators assigned to Navy Recruiting Districts. LEADS Production Team Assistants are not authorized to attend this course without prior approval from the course manager and COMNAVCRUITCOM N9.

7. Medical Recruiter (MEDCRUIT): Provides officer and enlisted medical recruiters who have previously attended the Officer Recruiting Course (CDP 962H) and have been in the field for

approximately three months with the advanced skills necessary to effectively recruit health care professionals.

8. Officer Processor Quality Control (OPQC): Provides mid to entry-level civilian and enlisted processing supervisors and assistants who are assigned to a Navy Recruiting District, Navy Officer Recruiting Station (NORS), and Navy Recruiting Command with the skills and knowledge to perform the duties as an officer processor. Students learn Basic Eligibility Requirements, Processing of Officer Forms and Documents, Waivers, Appointment Orders, Delay Entry Program Discharge Procedures, and attend briefings given by Navy Recruiting Command staff.

9. Prospective Officer Programs Officer (POPO) Course: Provides officers who have previously attended the Officer Recruiter Course with the skills and knowledge to perform duties as Officer Programs Department Head at Navy Recruiting Districts, Navy Recruiting Regions, and the Navy Recruiting Command staff.

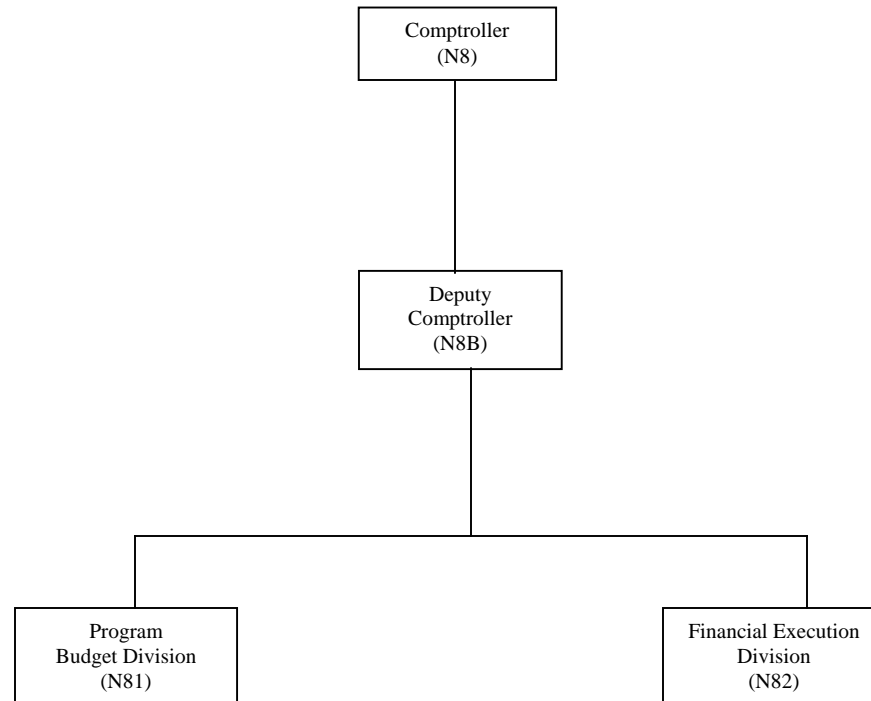
10. Officer Recruiter (OR) Course: Provides officer and enlisted personnel with the skills and knowledge to perform the duties as an Officer Recruiter at Navy Recruiting Districts, Navy Recruiting Regions and the Navy Recruiting Command staff.

11. Prospective Commanding Officer/Executive Officer (PCO/PXO) Course: Provides command-selected officers with the basic skills and knowledge to perform duties as Recruiting Managers in Navy Recruiting Districts, Navy Recruiting Regions and the Navy Recruiting Command staff. Instruction is modularized to meet the specific needs of the NAVCRUITDIST Executive Officer with emphasis on command operations, administration, supply, and civilian personnel management.

12. Recruiting Officer Management Orientation (ROMO): Provides Navy Recruiting District Executive Officers and Recruiting Region Deputies who have completed the Prospective Executive Officer Course (CDP 962F) and have been in the billet for approximately one to six months. Focus is placed on recruiting operations and best practices to help prospective District commanders maximize mission accomplishment.

13. Chief Recruiter (CR) Certification: This course provides senior enlisted (E8 to E9) Career Recruiting Force (CRF) personnel with the skills and knowledge to perform duties as the Chief Recruiter of a Navy Recruiting District. The course consists of ten training days in which students learn, develop and demonstrate competence in the area of enlisted AC and RC recruiting. Specific emphasis is placed on making the transition from a field production supervisor to a District, Region and National level leader with a broader recruiting strategy perspective. Leadership will focus on the five Navy Leadership competencies of an Advanced Leader. This course of instruction helps to further ensure that COMNAVCRUITCOM meets all of its individual mission requirements by preparing competent and dedicated leaders.

COMPTROLLER DEPARTMENT ORGANIZATION



Chapter Eight

COMPTROLLER DEPARTMENT

Organizational Relationship

COMPTROLLER (N8)

Function. Advise Commander, Navy Recruiting Command (COMNAVCRUITCOM) on all financial matters. Develop, coordinate, and maintain an integrated system of staff services in the financial and general management areas that provide COMNAVCRUITCOM the factual data essential for effective management control. Manage the development and execution of financial and program plans set forth in the Future-Year Defense Program (FYDP), Program Objective Memorandum (POM), and various budgets. Serve as central point of contact with external organizations for financial and general management matters. The Comptroller holds 31 U.S.C. 1517 responsibility for all appropriations.

Major Responsibilities

1. Formulate, justify and defend POM and Command Budget input for the President's Budget, Department of the Navy (DON) Budget and Office of Secretary of Defense (OSD) Budget. Review and submit COMNAVCRUITCOM input to SECNAV/CNO/BUPERS budget backup material.
2. Coordinate development of long-range planning and strategies for COMNAVCRUITCOM to ensure adherence to policy and procedural directives and to ensure incorporation of all resource organizational issues.
3. Interpret DoD objectives and policies in planning, programming, and budgeting. Initiate/review all directives involving guidance and direction of financial management for Commander, Navy Recruiting Command.
4. Administer all financial software/systems, to include, but not limited to, STARS/FL, the official accounting systems, FastData, the memorandum accounting system, and Budget Builder, etc.
5. Develop COMNAVCRUITCOM objectives and advise Commander on overall policy direction and strategy for achieving organizational objectives.

6. Manage internal/external-auditing requirements.
7. Manage training for programming, planning, formulation, presentation, defense, and execution of resources to ensure personnel are properly trained.
8. Provide fitness report input to COMNAVCRUITCOM on N8 Department officers.

DEPUTY COMPTROLLER (N8B)

Function. Advise the N8 and Commander, Navy Recruiting Command (COMNAVCRUITCOM), as necessary, on all financial matters. Coordinate financial analyses, special studies and management audit support on Navy recruiting programs to the chain of command. Supervise the formulation, defense, and execution of all resources supporting the Navy Recruiting Command. Oversee the official and memorandum accounting systems for COMNAVCRUITCOM.

Major Responsibilities

1. Supervise the formulation, justification and defense of POM and Command Budget input for the President's Budget, Department of the Navy (DoN) Budget and Office of Secretary of Defense (OSD) Budget.
2. Oversee the Official Accounting System (STARS/FL) and the memorandum accounting system (FastData).
3. Manage internal/external-auditing requirements.
4. Develop training plans for programming, planning, formulation, presentation, defense, and execution of resources.
5. Manage necessary training with both headquarters staff and field budget personnel to ensure personnel are properly trained.

DIRECTOR, PROGRAM BUDGET DIVISION (N81)

Function. Formulate the COMNAVCRUITCOM Future-Year Defense Program (FYDP), Program Objective Memorandum (POM), and budgets. Advise and represent COMNAVCRUITCOM on all financial matters, including, but not limited to, programming, planning, formulation, presentation, and defense of all resources supporting the COMNAVCRUITCOM.

Major Responsibilities

1. Formulate, justify and defend Navy Program Objective Memorandum (POM) and command budget input and all exhibits for the President's Budget, Department of the Navy (DoN) Budget and Office of Secretary of Defense (OSD) Budget.
2. Conduct strategic financial planning and analyze program requirements to ensure the command obtains sufficient funding throughout all phases of the POM and budget process to support assigned mission and objectives in the Future-Year Defense Program (FYDP).
3. Interpret DoD objectives and policies in planning, programming, and budgeting. Formulate policy and criteria for use in development, implementation, review, analysis, and presentation of command budget. Maintain/update COMNAVCRUITCOM Financial Management Instruction.
4. Issue Budget Guidance, Mid-Year Reviews and other pertinent budget calls.
5. Manage CivPers and cash awards to ensure proper budget execution within guidelines required by higher-level directives and Command budget.
6. Develop/conduct training plans for programming, planning, formulation, presentation, defense, and execution of resources to ensure personnel are properly trained.

DIRECTOR, FINANCIAL EXECUTION DIVISION (N82)

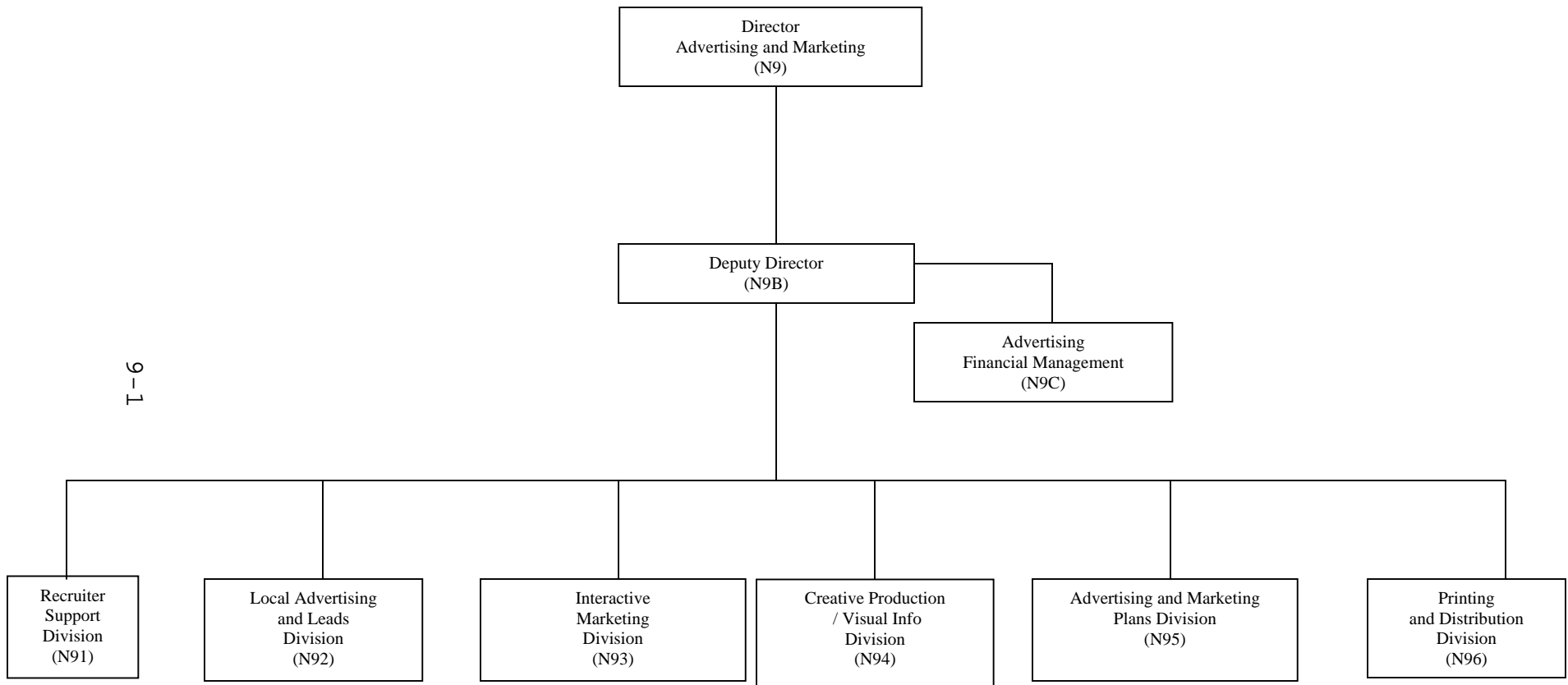
Function. Advise and represent COMNAVCRUITCOM on all financial matters including, but not limited to, presentation, defense, and execution of all resources. Manage budget execution for operating resources to include, but not limited to, Operations & Maintenance, Navy (O&M,N), Other Procurement, Navy (OP,N), and Research Development Testing and Development (RDT&E). Prepare annual financial plans, compare performance to plan, recommend appropriate financial rebalancing actions, and monitor authorization accounting activities reporting on all fund allocations.

Major Responsibilities

1. Participate in formulating, justifying and defending POM and Command Budget input and all exhibits for the President's Budget, Department of the Navy (DoN) Budget and Office of Secretary of Defense (OSD) Budget.

2. Participate in command inspections and provides financial management assistance to COMNAVCRUITCOM field activities/program managers. Review, periodically, existing controls within the command for material and financial accountability, and make recommendations for improvement.
3. Interpret DoD objectives and policies in financial management. Formulate policy and criteria for use in development, implementation, review, analysis, and presentation of command budget. Maintain/update COMNAVCRUITCOM Financial Management Instruction.
4. Maintain fiduciary and managerial control of funds, costs, and all necessary records. Ensure accuracy and integrity of all data within financial software/systems, to include, but not limited to, STARS/FL, FastData and Budget Builder.
5. Maintain close liaison with the Defense Finance Centers to ensure proper accounting for appropriations and funds under the control of the command.
6. Develop and issue guidance and criteria for the collection and coordination of statistical data within the claimancy. Prepare periodic progress reports and special statistical data as required. Develop/issue Chart of Accounts.
7. Develop annual financial execution plans based on approved budgets and on a wide array of factors including recruiter manning, number of stations, marketing concepts, demographics, new stations, goals, historical costs, etc. Analyze budget plans to ensure that allocated resources are consistent with program plan and adheres to COMNAVCRUITCOM policy.
8. Develop and maintain a reporting system for the measurement and analysis of performance, program status, trends against approved programs, budget plans, and schedules. Report variances from the financial plan to responsible levels of management.
9. Develop/issue Operating Targets (OPTARS) based on Resource Authorizations, Spending Plan Control Figures, and Special Allotments.
10. Develop/conduct training plans for execution of resources to ensure personnel are properly trained.

ADVERTISING AND MARKETING DEPARTMENT ORGANIZATION



Chapter Nine

ADVERTISING AND MARKETING DEPARTMENT

Organizational Relationship

DIRECTOR (N9)

Function. Plan, direct, develop, manage and coordinate all Navy advertising and promotional activities in support of Navy Recruiting and in-service retention; plan, develop, procure and distribute all recruiting aid devices, collateral and promotional materials; plan, develop, enhance and maintain a local advertising system and a lead tracking system nationwide; manage and maintain national lead fulfillment and toll-free telephone facilities; plan, develop, enhance and maintain a Navy Recruiting website; develop and manage a cyberspace recruiting center; manage and coordinate the use of all recruiter exhibit support material.

Major Responsibilities

1. Develop and execute the annual National Recruiting Strategic Marketing Plan that provides the objectives, strategies, and media plans for effectively supporting the recruiting mission with advertising resources.
2. Manage the development, production, contract procurement, and distribution of all items contained in the approved National Recruiting Strategic Marketing Plan.
3. Manage all national recruiting advertising with civilian advertising agency and keep Commander, NAVCRUITCOM advised of the status.
4. Administer contracts funded from the recruiting advertising budget; liaison with appropriate commercial contractors, offices of the Bureau of Naval Personnel and with various offices and agencies in the procurement of in-service and single service materials.
5. Advise Commander, NAVCRUITCOM on the status of recruiting advertising programs and material and on those additional programs that require funding from the recruiting advertising budget.
6. Manage lead generation programs for field activities; develop and maintain systems to track leads to final disposition.
7. Manage the development and distribution of printed and audio/visual recruiting materials.

8. Monitor and evaluate local advertising efforts throughout the country via NAVCRUITREG Commanders.
9. Manage the development, production, procurement, and distribution of recruiting aid devices.
10. Manage recruiting exhibits.
11. Inspect all advertising and promotional materials; take corrective action where necessary.
12. Conduct research and surveys to determine the effectiveness of advertising materials and programs
13. Serve as the Navy member of the Joint Recruiting Advertising Advisory Committee (JRAAC).
14. Coordinate the NAVCRUITDIST/NAVRESCRUITAREA Assistance Council (RDAC) Program to provide recruiting support from Navy-related organizations within each Navy Recruiting District (NAVCRUITDIST)/Navy Reserve Recruiting Area (NAVRESCRUITAREA).
15. Develop special programs and promotional plans for direct recruiting support; maintain contact with national figures and personalities to develop and execute promotional plans.
16. Manage recruiting via call centers, the Internet and the World Wide Web.
17. Provide fitness report input to COMNAVCRUITCOM on N9 Department officers.

DEPUTY DIRECTOR (N9B)

Function. Act with full authority for Advertising Management in the absence of the Director of the Advertising and Marketing Department.

Major Responsibilities

1. Develop advertising policy and strategy for national and local advertising operations.
2. Provide supervision for military and civilian personnel assigned to advertising divisions.
3. Plan, develop, coordinate and monitor activities of two divisions that execute the recruiting advertising program.
4. Advise N9 on budget contracting, research, financial execution and advertising management systems.

5. Function as Alternate Contracting Officer Technical Representative (COTR) for the advertising contract.

ADVERTISING FINANCIAL MANAGER (N9C)

Function. Advise on advertising policy and strategy and planning for national and local programs based on budget, market, goaling and research information and command initiatives; plan, develop and monitor Project Tracking System (PTS) to ensure the most effective use of advertising and management of available resources; advise and assist staff matters concerning budgeting and contracting for the Marketing Communications Department; plan, develop, and maintain a local advertising management system to execute local advertising programs and funds in the most effective manner; design, develop and maintain national and local automated lead tracking systems and data bases; develop and monitor lead fulfillment systems for active and reserve programs; maintain national toll-free number; coordinate and maintain an advertising research program to assist in the development and evaluation of advertising.

Major Responsibilities

1. Plan, develop, coordinate and monitor the advertising management information system; establish execution plans, controls, and procedures; prepare production reports; develop financial plans; coordinate and disseminate information on management systems; ensure the most effective use of advertising and management of available resources.

2. Manage the local advertising program for Navy Recruiting Regions (NAVCRUITREGs) and NAVCRUITDIST/NAVRESCUITAREAs. Research, analyze and develop systems, fiscal year plans and reporting requirements. Analyze program effectiveness, monitor conformance to objectives, provide technical advice on changing priorities and direct the submission of detailed NAVCRUITDIST/NAVRESCUITAREA advertising plans. Project field requirements for local advertising. Recommend approval or disapproval on field requests for local advertising actions exceeding 5,000 dollars in value.

3. Manage the financial and contractual aspects of the national agency contract, by developing appropriate contract and financial systems for a multi-million dollar cost plus fixed fee prime contract. Ensure proper controls for the Contracting Officer's Technical Representative (COTR) to manage the creative development and purchase of advertising within existing resources.

4. Coordinate financial aspects of the detailed annual advertising budget submission from Program Objective Memorandum (POM) through Congressional approval. Advise N9 on the status of the O&M budget, maintain departmental books, provide

recommendations concerning allocations and act as the focal point for financial management information. Provide staff support in matters relating to procurement, budget and general services.

5. Member of the Command Marketing Committee, which plans and develops marketing procedures and strategies for the command.

6. Manage the Navy Opportunity Information Center (NOIC), National Navy Recruiting Information Center (NNRIC), and National Advertising Lead Tracking System (NALTS).

7. Member of the Information System Development Board.

8. Plan, develop, coordinate and monitor department major activities providing direct and indirect supervision of N9 staff. Collaborate with senior officials of other units to negotiate and coordinate work-related changes.

9. Provide and coordinate use of Advertising and Marketing research for N9.

DIRECTOR, RECRUITER SUPPORT DIVISION (N91)

Function. Develops and maintains coordination between various vendors and contractors in support of the recruiter effort.

Major Responsibilities

1. Supervise two Recruiting Support Coordinators who provide convention and seminar support, Great Lakes Cruises, Simulator and Navy Band Support, etc. to the recruiter.

2. Coordinate with the Secretariat and the Force Master Chief's office to put together a week long celebration for recruiting's superstars for the fiscal year by the Recruiter of the Year awards.

DIRECTOR, LOCAL ADVERTISING AND LEADS DIVISION (N92)

Function. Develop and maintain local advertising and LEADS production programs to ensure maximum utilization of advertising resources in support of COMNAVCRUITCOM recruiting objectives. Monitors national leads fulfillment process and follow-up of nationally generated leads. Establish goals for optimum NAVCRUITDIST/NAVRESCUITAREA local advertising resource management and funding based on broad direction from N9. Develop objectives and strategies for the field and the Division in order to effectively meet these goals. Establish and maintain a systematic approach to local advertising policy formulation, field-planning guidance, field advertising procurement, program administrative requirements, productivity evaluation techniques and training requirements.

Major Responsibilities

1. Schedule local advertising manager training assist visits to the field based on analysis of system needs, field requests, NAVCRUITDIST/NAVRESCRUITAREA and NAVCRUITREG leads production performance, as well as previous visit recommendations.
2. Establish goals for effective local advertising lead utilization. Develop specific objectives and strategies for the field, and the local advertising manager, in order to effectively meet these goals.
3. Brief Commander, Navy Recruiting Command and departmental directors at least monthly on effectiveness of NAVCRUITDIST/NAVRESCRUITAREA Lead Production Teams in meeting planned productivity objectives.
4. Present recommendations for system modification and necessary management actions to improve system and field productivity.
5. Supervise the operation of the Division, which consists of two local leads advertising managers (GS-12), one national fulfillment manager (GS-12) and two management analysts (GS-09). Supervision includes the establishment of projects and work schedules, setting standards and rating performance.
6. Plan training programs for subordinates and conducts training at Headquarters and at field locations, recommending formal training considered necessary.
7. Analyze local advertising manager's trip reports, National Training Teams reports and production statistics to determine current and potential problem areas requiring management action or further study.
8. Periodically visits NAVCRUITDIST/NAVRESCRUITAREAs to gauge effectiveness of local advertising management and systems, providing assistance where needed.
9. Attend Headquarters workshops that pertain to local and national advertising lead management.
10. Direct the implementation and management of the Navy Advertising Leads Tracking System (NALTS) database replacement with contract vendors, NAVCRUITDIST/NAVRESCRUITAREAs, and NAVCRUITREGs.

DIRECTOR, INTERACTIVE MARKETING DIVISION (N93)

Function. Serve as the principal advisor to the Commander, Navy Recruiting Command and reports directly to N9 on issues related to recruiting via call centers, the Internet and World Wide Web,

electronic media, and other traditional media that can be processed by automation.

Major Responsibilities

1. Develop and execute strategic plans and policies to achieve long-term objectives identified by Commander, Navy Recruiting Command.
2. Manage the National Operations Call Center.
3. Manage the COMNAVCRUITCOM Web site and the Online Recruiting Station (ORS) as effective tools to communicate with the target market.
4. Research, conceive, design, and implement innovative or experimental methods of:
 - a. Expanding the target market,
 - b. Establishing communications with the target market, and
 - c. Processing respondents.

DIRECTOR, CREATIVE PRODUCTION AND VISUAL INFORMATION DIVISION (N94)

Function. Create, design, and produce "master" printed collateral materials and visual information materials to support field recruiters. Provide over-site of custom designed radio and television spots for field recruiters. Manage, coordinate video productions and processes; procure videotape motion media products, oversee contracting and mass duplication of video tape recordings, visual information presentation equipment, digital/electronic presentations, and various forms of photographic products in support of Navy and DoD libraries. Manage operation of COMNAVCRUITCOM digital photo lab.

Major Responsibilities

1. Direct the production of recruiting collateral material masters through management of technical writers, graphic designers, photographers, and digital imaging operators.
2. Develop graphic standards based on current industry principles of design.
3. Provide professional guidance, digital imaging, and graphic support to field recruiters for special events, promotions, and local website design.
4. Oversee contracting and duplication of localized Public Service Announcement (PSA) radio and television material.

5. Provide graphics advice and guidance to N9. Also, perform over-site of applicable DoD, CNO directives governing copyright and digital image enhancement and manipulation.
6. Advise N9 concerning development, contracting, and distribution control of radio and television visual information products created in support of Navy recruiting programs.
7. Provide graphic design, photographic, and limited print services to headquarters staff.
8. Initiate contracting of graphics, multimedia, and photographic services to support the development of recruiting material. Evaluate performance of service contractors and make recommendation to N9 for process improvement.
9. Evaluate and make recommendations for improvement concerning management, administration, and production technique, which would result in improved efficiency.
10. Provide visual information and graphic design guidance as a member of Navy Recruiting Command's web-site development team.
11. Provide administrative management control of all NAVCRUITDIST/NAVRESCUITAREA's visual information equipment inventory, review and update applicable instructions, evaluate requests, and provide purchase approval of minor visual information equipment.
12. Manage construction of print packages to include print specifications, placement of digital images and graphics, print colors, etc.
13. Screen all visual information graphics and photographs for accuracy and maintain a digitized image repository.

DIRECTOR, ADVERTISING AND MARKETING PLANS DIVISION (N95)

Function. Plan, coordinate, and manage the production and dissemination of all national advertising and collateral material productions to support Navy Recruiting, Naval Reserve Recruiting, and the Navy's in-service retention program; primary liaison with the Navy's contract advertising agency for the execution of the national advertising contract; advise and review advertising initiatives associated with the local advertising programs; effect liaison with several production centers including COMNAVCRUITCOM recruiting program managers, Commander, Naval Reserve Recruiting Command recruiting program managers, Bureau of Naval Personnel, Bureau of Medicine and Surgery, Navy Chief of Information, and other Navy activities in the management of

all advertising production; initiate, develop, effect and market public service recruiting advertising programs; coordinate the placement of advertising with communications media; administer the promotional items program; control and maintain historical advertising files.

Major Responsibilities

1. Provide advice on technical aspects of Navy National Recruiting Advertising.
2. Develop and publish the annual advertising plan to include rationale, budget, and scheduling of all activities undertaken by N9; update the annual advertising plan as mission requirements are revised.
3. Plan, develop, and coordinate the national advertising for the Navy Recruiting Command.
4. Develop Navy advertising objectives and strategies for national advertising programs through departmental advertising management planning and coordinate a highly detailed annual communication plan. Analyze current and projected annual advertising plan. Monitor plan to ensure conformance to objectives and strategies.
5. Coordinate all phases of planning, production, and media placement with Navy Recruiting Command department directors, the Chief of Naval Information, and commercial advertising agencies.
6. Keep informed on advertising industry policies/procedures and applies them to Navy advertising management when applicable.
7. Plan, coordinate, and exert management and funding control over all in-house and agency activities.
8. Review and evaluate the progress of production or procurement of advertising material; recommend changes in schedule or methods of accomplishing the task.
9. Exert management and administrative control over advertising material clearance operations for the department.
10. Coordinate printing, procurement and distribution of advertising materials.
11. Secure maximum placement of Public Service Advertising (PSA); generate, develop, and effect Navy public service recruiting publicity and advertising programs in print and electronic media.
12. Assess research results and recruiting program goals to provide relevant guidance to commercial advertising agencies for strategic creative direction and media planning.

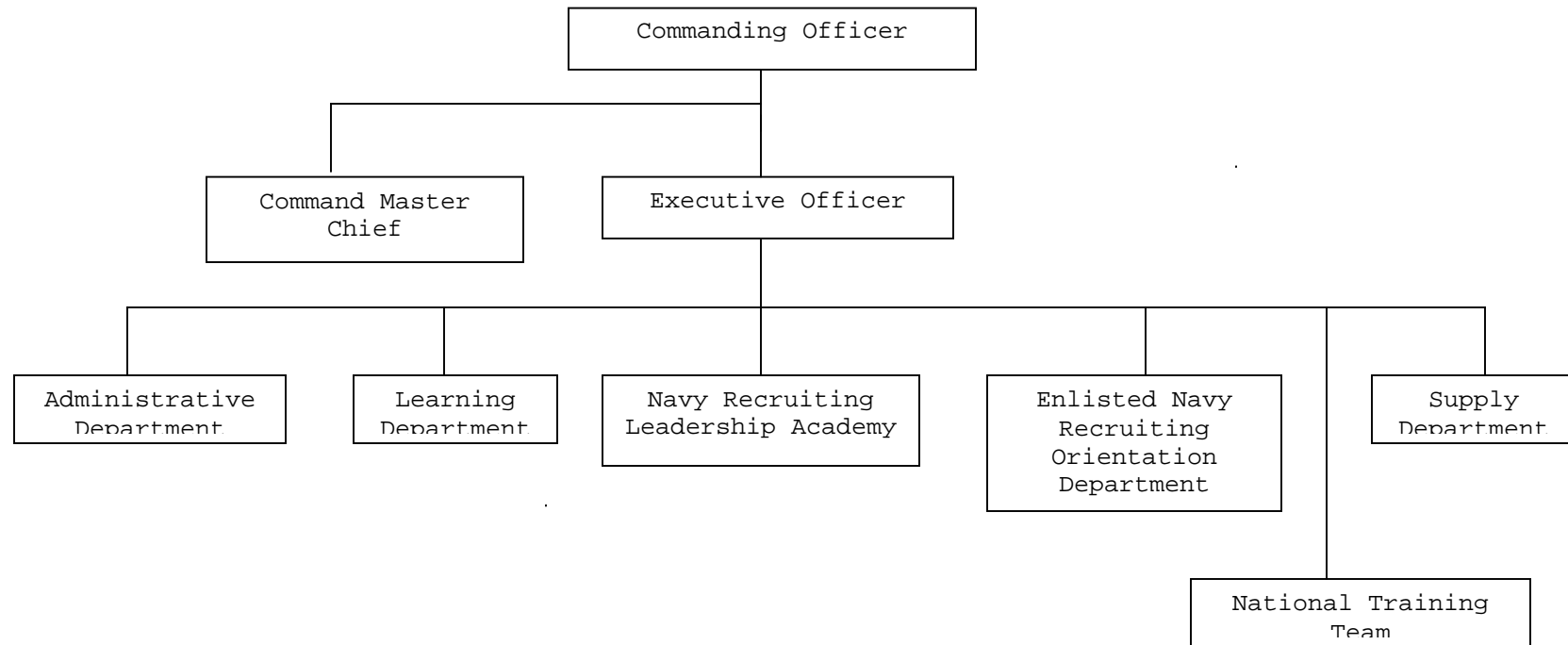
DIRECTOR, PRINTING AND DISTRIBUTION DIVISION (N96)

Function. Coordinate and manage the production of all printed materials, including RADS, collateral materials, and daily support requirements. Ensure that all recruiting NAVCRUITDIST/NAVRESCUITAREAs and Navy Recruiting Stations (NAVCRUITSTAs) are provided with the latest materials and that sufficient quantities are supplied to support recruiting programs. National convention endorsements are prepared beginning with conceptual design, procurement, and the coordination of required displays. Market trends are analyzed to enable the procurement and distribution of "popular" promotional items to actively support the recruiter's mission nationwide.

Major Responsibilities

1. Manage the COMNAVCRUITCOM printing program procuring approximately \$7 million printing products each year. Ensures that NAVCRUITDIST/NAVRESCUITAREAs and NAVCRUITSTAs are provided with sufficient quantities of all printed materials, i.e., RADS, advertising materials, calendars, posters, magazines, etc.
2. Coordinate with the Government Printing Office and commercial printing contractors for all printing requests to guarantee compliance with specifications and required delivery dates.
3. Coordinate all national advertising for conventions and exhibits providing educators, students, medical professionals and minority leaders information about available Navy career opportunities.
4. Keep informed on current market trends and strategies to provide effective promotional items to NAVCRUITDIST/NAVRESCUITAREAs and NAVCRUITSTAs for recruiting contract support.
5. Maintain diverse warehousing, storage, and distribution systems ensuring that adequate stocks of printed materials and promotional items are available to ship directly to requesting NAVCRUITDIST/NAVRESCUITAREAs or NAVCRUITSTAs.
6. Retain complex database to track usage and distribution of all warehoused items.
7. Act as COTR to various contractors who provide support services for promotional items, printed materials, visual graphic support, and inventory management services.

NAVY RECRUITING ORIENTATION UNIT ORGANIZATION



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Chapter Ten

NAVY RECRUITING ORIENTATION UNIT

Organizational Relationship

The Navy Recruiting Orientation Unit (NAVCRUITCOM ORIENT UNIT) is an Echelon Four command, operating under the direction of a Commanding Officer, established by authority of the Chief of Naval Operations. The Chief of Naval Operations delegated authority for command and support of the activity of the Chief of Naval Personnel to be exercised through the Commander, Navy Recruiting Command. NAVCRUITCOM ORIENT UNIT is subject to the Area Coordination authority of the Commanding Officer, Naval Air Station, Pensacola, Florida.

Mission

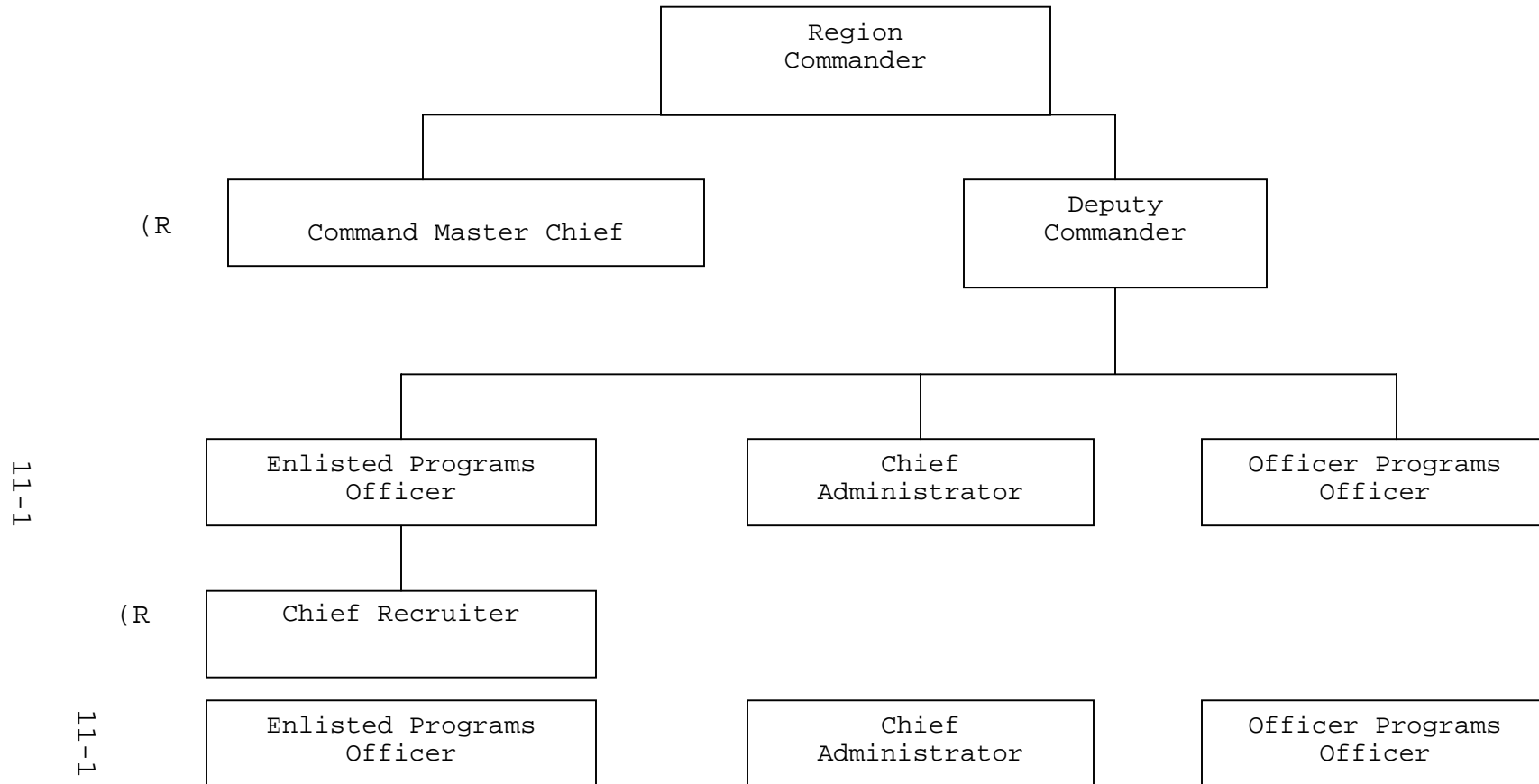
Plan, direct, control and coordinate initial recruiting orientation and subsequent field training for USN and USNR officer and enlisted recruiters and selected support personnel assigned to recruiting duty in the Navy Recruiting Command. Train the men and women selected for recruiting duty to be the best recruiters they can be. Send the best-qualified individuals to NAVCRUITDIST/NAVRESCUITAREAs and NAVRESCUITAREAs nationwide. Perform such other tasks and functions as directed by the Commander, Navy Recruiting Command.

Major Responsibilities

1. Develop, maintain, and continuously monitor a training curriculum, keeping abreast of the latest policies, procedures and requirements of the Navy Recruiting Command.
2. Evaluate all forms of instructional media used and provide technical management expertise in support of the Command's mission.
3. Administer a system of screening enlisted personnel assigned to recruiting billets to ensure that only high quality, dedicated recruiters are sent to the field.
4. Continuously evaluate officer and enlisted instructors in order to maintain the highest quality of instruction possible.
5. Maintain liaison with Commanding Officer, Naval Air Station, Pensacola, the local geographical area coordinator.

6. Prepare and submit budgetary and personnel requirements to the Commander, Navy Recruiting Command.
7. Provide and conduct such field team training as may be required.
8. Conduct visits to NAVCRUITDIST/NAVRESCUITAREAs to train personnel requested by the cognizant NAVCRUITREG Commander.
9. Develop and maintain a field training team curriculum keeping abreast of the latest policies, procedures and requirements to be implemented in field training. Prepare changes or re-issuances of COMNAVCRUITCOMINST 1500.4, Training Program for Navy Recruiting Command Field Activities, and forward to COMNAVCRUITCOM for processing.
10. Provide briefings on recruiting duty and other recruiting related matters to Fleet units and to other Naval and civilian organizations.
11. Prepare and submit to COMNAVCRUITCOM an annual budget based on support materials and overhead needed to execute approved programs.
12. Maintain an up-to-date financial plan within the assigned resources for effective use of personnel, money and materials to accomplish assigned tasks.
13. Maintain financial and budget records as prescribed by applicable NAVCOMPT and COMNAVCRUITCOM directives.
14. Perform such other functions as directed by the Commander, Navy Recruiting Command.

NAVY RECRUITING REGION ORGANIZATION



Chapter Eleven

NAVY RECRUITING REGION

Organizational Relationship

A Navy Recruiting Region (NAVCRUITREG) is an Echelon Four Command, established by the authority of the Chief of Naval Operations, operating under the direction of a Commander for the purpose of exercising administrative and operational control of assigned Navy Recruiting Districts (NAVCRUITDISTs)/Navy Reserve Recruiting Areas (NAVRESCUITAREAs). The NAVCRUITREG Commander reports to the Commander, Navy Recruiting Command for operational and administrative control as stipulated by OPNAVINST 5400.24.

Mission

Assist the Commander, Navy Recruiting Command in the recruitment of high quality men and women for officer and enlisted programs in the Regular and Reserve components of the Navy. Provide oversight, leadership, training, and development of the NAVCRUITREG's recruiting force to ensure mission attainment and adherence to ethical standards and prescribed operating procedures.

Major Responsibilities

1. Develop, implement and manage plans to recruit and select sufficient candidates of the proper quality to meet the recruiting goals prescribed by the Commander, Navy Recruiting Command for the various officer and officer candidate (except Naval Academy midshipmen) programs in the Regular and Reserve components of the Navy.
2. Develop, implement and manage plans to recruit and select sufficient candidates of the proper quality to meet the recruiting goals prescribed by the Commander, Navy Recruiting Command for the various enlisted programs in the Regular and Reserve components of the Navy.
3. Maintain liaison with civilian Navy-oriented organizations and individuals who have agreed to support Navy Recruiting activities.

4. Conduct analysis of recruiting activity performance, external influences, demographic data, personnel research reports and other essential information impacting upon the recruiting effort.
5. Coordinate the preparation of the NAVCRUITREG recruiting budget with COMNAVCRUITCOM.
6. Coordinate matters pertaining to MEPS.
7. Foster the submission of suggestions from personnel that will lead to improved performance of the functions of the Recruiting Command and encourage a high degree of initiative and discipline.
8. Job descriptions for billets found at the NAVCRUITREG level are contained in the following paragraphs. The NAVCRUITREG Commander and Deputy Commander billets are listed first. All other billets follow in alphabetical order.

COMMANDER, NAVY RECRUITING REGION

Function. Responsible for fulfilling the recruiting mission assigned to their NAVCRUITREG. Implement the COMNAVCRUITCOM plans and policies, develop and execute an operating plan that organizes the efforts of NAVCRUITREG and NAVCRUITDIST/NAVRESCUITAREA personnel to ensure that all goals and objectives, both quantitative and qualitative, are met or exceeded. The NAVCRUITREG Commander is also responsible for knowing and being able to perform the items listed in the NAVCRUITDIST/NAVRESCUITAREA Commanding Officer job description.

Major Responsibilities

1. Administration
 - a. Provide leadership and motivation to all assigned personnel.
 - b. Implement policies of Commander, Navy Recruiting Command and higher authority.
 - c. Carry out NAVCRUITREG-wide Navy Command Managed Equal Opportunity Programs.
 - d. Evaluate the performance of assigned NAVCRUITREG staff personnel and reward, counsel or correct as appropriate.

e. Approve and sign NAVCRUITREG Staff Enlisted Performance Evaluations.

f. Submit Fitness Reports on NAVCRUITREG staff Chief Petty Officers and above and NAVCRUITDIST/NAVRESCUITAREA Commanding Officers.

2. Resource Planning and Allocation

a. Publish NAVCRUITREG goals, objectives and strategies.

b. Support COMNAVCRUITCOM with field feedback regarding proposed recruiting policies.

c. Monitor NAVCRUITREG-wide manpower allocations and personnel assignments.

d. Exercise fiscal authority/controls for NAVCRUITREG budget in accordance with current directives.

e. Exercise overall responsibility for vehicle, plant and personnel safety within the NAVCRUITREG organization.

3. Marketing

a. Review and approve the NAVCRUITDIST/NAVRESCUITAREA's Marketing Operations Plans.

b. Apprise COMNAVCRUITCOM of incremental progress by the NAVCRUITDIST/NAVRESCUITAREA's toward attainment of objectives and future intentions.

4. Recruiting

a. Responsible to COMNAVCRUITCOM for the attainment of all assigned NAVCRUITREG goals.

b. Monitor daily production to ensure that quality and quantity goals are met or exceeded.

c. Ensure that each NAVCRUITDIST/NAVRESCUITAREA has a strong, viable DEP program.

d. Ensure NAVCRUITREG-wide recruiting efforts are coordinated with recruiters at Naval Reserve activities.

e. Serve as a member of the Metropolitan Inter-Service Recruiting Committee (MIRC).

f. Ensure NAVCRUITREG-wide liaison program is maintained with local Centers of Influence (COI) to provide support of prospecting activities with leaders in business, civic, school, and community organizations.

g. Provide specialized recruiting assistance (Medical, Nuclear, Chaplain, etc.) to subordinate commands.

5. Applicant Flow. Maintain liaison with the appropriate MEPCOM Sector Commander and staff.

6. Quality Control

a. Exercise delegated COMNAVCRUITCOM/COMNAVCRUITREG enlistment waiver authority.

b. Ensure quality control is functioning in each NAVCRUITDIST/NAVRESCUITAREA, to include testing and processing procedures.

c. Ensure each NAVCRUITDIST/NAVRESCUITAREA develops a program to reduce enlistment errors to a minimum.

7. Reporting. Report to Commander, Navy Recruiting Command.

8. Prerequisites

a. Completion of Senior Leadership Seminar, Senior Officer Legal course and prior NAVCRUITREG staff duty area also desirable.

b. Visit NAVCRUITCOM headquarters and Recruit Training Command (RTC) prior to assuming command.

DEPUTY COMMANDER

Function. Act with full authority in the absence of the Commander, Navy Recruiting Region. Overall manager for officer and enlisted programs recruiting; primary trainer for NAVCRUITDIST/NAVRESCUITAREA Commanding Officers; assist and advise the NAVCRUITREG Commander on overall functions, control and coordination necessary to carry out assigned COMNAVCRUITCOM and COMNAVCRUITREG mission and policies. Deputy NAVCRUITREG

Commanders must know and be able to perform responsibilities listed in the NAVCRUITREG Commander and NAVCRUITDIST/NAVRESCRUITAREA Commanding Officer job descriptions.

Major Responsibilities

1. Administration

a. Provide continued training on recruiting techniques to NAVCRUITDIST/NAVRESCRUITAREA Commanding Officers, OPOs and EPOs.

b. Direct the NAVCRUITREG Enlisted Programs Officer (EPO), Officer Programs Officer (OPO) and Logistics Support Officer (LSO) in the performance of their duties; assist in evaluation of all assigned personnel.

c. Act as NAVCRUITREG Commander in their absence.

d. Monitor manning issues at NAVCRUITREG and within NAVCRUITDIST/NAVRESCRUITAREAs.

e. Monitor follow-up from 00IG investigations and other required inspections.

2. Resource Planning and Allocation

a. Assist the NAVCRUITREG Commander in publishing goals and recruiting strategies.

b. Assist in the review and management of financial and manpower assets, NAVCRUITDIST/NAVRESCRUITAREA recruiting operations expenditures and personnel assignments.

c. Support COMNAVCRUITCOM with field feedback on proposed recruiting policies.

d. Review NAVCRUITREG and NAVCRUITDIST/NAVRESCRUITAREA budget inputs and monitor the effectiveness of their spending plans.

e. Serve as Chairman of Command Assessment Team (CAT).

3. Marketing

a. Participate in review and approval of NAVCRUITDIST/NAVRESCRUITAREA Marketing Operations Plans.

b. Analyze NAVCRUITREG and NAVCRUITDIST/NAVRESCRUITAREA boundary marketing trends.

c. Recommend adjustment of goals based on new goaling models or revised data.

4. Recruiting

a. Manage NAVCRUITDIST/NAVRESCRUITAREA attainment, in quality and quantity, of assigned NAVCRUITREG production goals for officer and enlisted programs.

b. Develop plans and policies to solve recruiting problem areas.

c. Assist in liaison with NAVCRUITREG Centers of Influence (COI) (civic, business and school leaders).

d. Assist the NAVCRUITREG Commander in monitoring Military Entrance Processing Stations (MEPS) affairs.

5. Training

a. Provide training on recruiting techniques to NAVCRUITDIST/NAVRESCRUITAREA Commanding Officers, OPOs and EPOs.

b. Ensure continuous professional development of Commanding Officers throughout their tours by providing motivational insight and successful sales techniques.

c. In the absence of the NAVCRUITREG Commander, fulfill those duties on all PQS boards.

6. Quality Control

a. Review any waivers dictated by current COMNAVCRUITCOM policy.

b. Monitor and review NAVCRUITREG enlistment irregularities allegations.

c. Monitor NAVCRUITDIST/NAVRESCRUITAREA adherence to waiver policies, quality control objectives and COMNAVCRUITCOM testing policies.

7. Reporting Relationship. Report to NAVCRUITREG Commander.

8. Prerequisites

- a. Completion of a tour as NAVCRUITDIST/NAVRESCUITAREA Commanding Officer is desirable.
- b. Recruiting experience required.
- c. Completion of NAVCRUITCOM ORIENT UNIT ROMO CO/XO course.

REGION COMMAND MASTER CHIEF

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Function. Principle enlisted advisor to the Commander, Navy Recruiting Region; formulates and implements policies concerning morale, welfare, job satisfaction, discipline, training of Command Master Chiefs, NAVCRUITREG conferences and specific problem areas affecting the overall NAVCRUITREG recruiting effort as directed by the Commander. When directed by the Commander, Navy Recruiting Region; represents the Navy and the command at community and civic functions.

Major Responsibilities

1. Administration

- a. Assist and advise the NAVCRUITREG Commander in matters pertinent to the welfare and morale of the enlisted personnel and their dependents on the staff and subordinate commands.
- b. Communicate periodically with the COMNAVCRUITCOM Command Master Chief in order to provide input data and to exchange ideas and recommendations regarding all enlisted matters.
- c. Provide articles of interest to enlisted members for existing command newsletters addressing recruiting production efforts, current Navy enlisted programs, opportunities and policies.
- d. Act as the enlisted representative of the NAVCRUITREG in community and civic functions.
- e. Accompany the NAVCRUITREG Commander on official visits to subordinate units.
- f. Accompany the NAVCRUITREG Commander or designated representative to official functions, inspections or ceremonies.

g. Provide the NAVCRUITREG Commander with an evaluation of the impact of existing and proposed policies affecting enlisted personnel and their dependents. (R

h. Assist in the reception of official enlisted visitors to the Navy Recruiting Region.

i. Maintain and promote the effectiveness of the chain of command.

j. Attend periodic seminars with the COMNAVCRUITCOM Command Master Chief and other NAVCRUITREG Command Master Chiefs for the purpose of evaluating current, and developing new strategies and training techniques.

k. Encourage enlisted members to maintain the highest standards of conduct and general appearance through effective middle management.

l. Routinely attend Department Head and staff meetings to promote more effective communication between the officer and enlisted communities.

2. Resource Planning and Allocation. Act as a member of or advisor to Recruiter Production, Training, PQS, Suitability Boards and other boards and councils as directed by the NAVCRUITREG Commander.

3. Training. Coordinate the monitoring of NAVCRUITDIST/NAVRESCUITAREA training programs/requirements.

4. Recruiting

a. Assist and advise the NAVCRUITREG Commander with active engagement in subordinate commands on matters concerning recruiting production, moral and welfare.

b. Make recommendations concerning improvement to the field recruiting force.

c. Monitor coordination between NAVCRUITDIST/NAVRESCUITAREAs and Reserve activities in the Navy Recruiting Region.

d. Make field visit reports as needed to the NAVCRUITREG Commander.

5. Reporting Relationships. Reports to the Navy Recruiting Region Commander.

6. Prerequisites. Must be a Command Master Chief NEC-9580 who has served successfully as a NAVCRUITDIST Command Master Chief.

CHIEF ADMINISTRATOR

Function. Administrative Department Head responsible for implementation of COMNAVCRUITCOM/COMNAVCRUITREG policies regarding preparation and control of correspondence and effective use of assigned office personnel and equipment. The NAVCRUITREG Chief Administrator is also responsible for knowing and being able to perform the items listed in the NAVCRUITDIST/NAVRESCRUITAREA Chief Administrator job description.

Major Responsibilities

1. Administration

a. Assist in the implementation of command policy regarding correspondence, files, travel and personnel matters.

b. Maintain liaison with the cognizant Personnel Support Detachment (PSD) officer, NAVCRUITDIST/NAVRESCRUITAREA and NAVCRUITCOM Headquarters Administrative Departments.

c. Maintain close coordination with the servicing PSD office to ensure proper maintenance of personnel service records, leave, pay, clothing allowance, travel liquidations and to monitor Defense Joint Military Pay System (DMJS) documents.

d. Monitor/coordinate the preparation and submission of fitness reports, evaluations and awards.

e. Maintain NAVCRUITREG manpower documents. Track and monitor Personnel Status Report (PSR).

f. Maintain NAVCRUITREG Reports Tickler Files.

g. Ensure an aggressive and effective sponsor program is carried out within the command per current directives.

h. Download and disseminate command message traffic.

i. Track and monitor command security documents.

j. Track and monitor command Individual Personnel TEMPO (ITEMPO).

k. Monitor NAVCRUITDIST/NAVRESCUITAREA packages for CRF Conversion, CRF Decertification, Out of Proximity Moves, Proximity Moves, Fault/No Fault Transfer Requests, Legal Investigations and Recruiter Irregularities to ensure NAVCRUITDIST/NAVRESCUITAREA compliance with current directives and guidance.

l. Ensure NAVCRUITREG staff awareness of the provisions of the Privacy/Freedom of Information Acts and Standards of Conduct directives.

2. Resource Planning and Allocation

a. Prepare annual cost estimates for administrative supplies, reproduction/communication equipment, and annual travel requirements for NAVCRUITREG Commander, Deputy Commander and Administrative Department personnel.

b. Acknowledge custody of plant/minor property assigned to the Administrative Department.

c. Supervise GS5 Supply Technician and GS5 Administrative Assistant.

3. Quality Control. Ensure administrative correspondence is correct and complete.

4. Evaluation. Initiate and forward personnel evaluations on assigned personnel.

5. Reporting Relationship. Report to the Deputy Commander.

6. Prerequisites. E7/E8 Yeoman or Personnelman rating.

ENLISTED PROGRAMS OFFICER

Function. Department Head for the NAVCRUITREG Enlisted Programs Department. Pursue attainment of NAVCRUITREG enlisted recruiting goals through supervision of assigned NAVCRUITREG personnel, application of resources, and direct liaison with the NAVCRUITDIST/NAVRESCUITAREA EPO's and COMNAVCRUITCOM program managers. The NAVCRUITREG EPO is responsible for knowing and being able to perform the items listed in the NAVCRUITDIST/NAVRESCUITAREA EPO Job Description.

Major Responsibilities

1. Administration

- a. Provide departmental training and professional development input for inclusion in the NAVCRUITREG staff-training plan. Schedule, accomplish and document required training.
- b. Prepare, review and forward performance appraisals for assigned personnel.
- c. Formulate/supervise the preparation of special reports, inquiry responses and other action correspondence matters pertaining to enlisted recruiting.
- d. Ensure expeditious publication of current information and recruiting policy changes to the field.
- e. Ensure proper military bearing and dress for personnel assigned to the department.
- f. Recommend awards or remedial action regarding enlisted recruiting performance for both NAVCRUITREG and NAVCRUITDIST/NAVRESCRUITAREA staff personnel.
- g. Review investigative reports of recruiting irregularities and make recommendations to the Deputy Commander.
- h. Stimulate exchange of innovative ideas and concepts between NAVCRUITDIST/NAVRESCRUITAREA EPOs.
- i. Maintain current knowledge of enlistment processing requirements, policies and procedures; advise, train, and inspect NAVCRUITDIST/NAVRESCRUITAREA EPOs.
- j. Maintain EPO PQS qualification status file, set POA&M for new EPOs to become PQS qualified and coordinate NAVCRUITREG PQS boards.

2. Resource Planning and Allocation

- a. Develop and submit a departmental budget input for inclusion in the NAVCRUITREG budget and monitor expenditure of assigned funds.

b. Recommend approval/disapproval of TAD requests for NAVCRUITREG departmental personnel.

c. Ensure efficient use of all available assets.

d. Recommend to the NAVCRUITREG Commander/Deputy changes to the distribution of manpower allowances to support optimum use of personnel assets.

3. Marketing

a. Assist the Marketing Support Officer in the review of enlisted recruiting portion of NAVCRUITDIST/NAVRESCRUITAREA Marketing Operations Plans for compliance with directives and recommend approval, disapproval or modification to the Marketing Support Officer, Deputy Commander and the NAVCRUITREG Commander.

b. Assist the Marketing Support Officer in evaluating the implementation and effectiveness of the enlisted portion of the NAVCRUITDIST/NAVRESCRUITAREA Marketing Operations Plans.

c. Develop NAVCRUITREG production plans, DEP plans, monitor attainment of enlisted recruiting targets, quality and goals.

d. Through analysis and close liaison with the Marketing Support Officer, recommend to the NAVCRUITREG Commander/Deputy the allocation of goals to the Navy Recruiting NAVCRUITDIST/NAVRESCRUITAREAs.

4. Recruiting

a. Review the enlisted programs portion of NAVCRUITDIST/NAVRESCRUITAREA training plans to evaluate content, accomplishment and documentation.

b. Maintain close liaison with the NAVCRUITREG Chief Recruiter and Region Senior Trainer in regards to recruiting field problems to support the attainment of assigned goals by each NAVCRUITDIST/NAVRESCRUITAREA.

c. Recommend changes to NAVCRUITREG policies that support attainment of recruiting objectives.

d. Ensure NAVCRUITREG-wide dissemination of COMNAVCRUITCOM policies pertaining to enlisted programs.

e. Act as primary advisor to the NAVCRUITREG Commander/Deputy Commander on all matters regarding enlisted recruiting.

f. Maintain close liaison with COMNAVCRUITCOM program managers to ensure timely information on program changes, problems and initiatives.

g. Recommend frequency of and conduct NAVCRUITREG enlisted recruiting conferences.

h. Ensure interface between OPO and EPO departments on recruiting matters of mutual interest/benefit.

i. Using management data and tools, monitor and analyze daily NAVCRUITREG/NAVCRUITDIST/NAVRESCUITAREA recruiting activity and production; advise the NAVCRUITREG Commander of deficiencies limiting the attainment of Navy Recruiting Region objectives.

j. Monitor and brief the NAVCRUITREG Commander/Deputy Commander on weekly and monthly statistical analysis, DEP growth and recruiting performance.

5. Applicant Flow. Ensure applicants and enlistees are accurately accounted for within the NAVCRUITREG.

6. Quality Control

a. Ensure that an expeditious, efficient and complete quality control operation exists for the processing of waiver kits forwarded for the NAVCRUITREG Commanders approval or disapproval.

b. Review waiver cases as assigned and make recommendations to the NAVCRUITREG Commander/Deputy Commander.

7. Evaluation

a. Monitor NAVCRUITREG/NAVCRUITDIST/NAVRESCUITAREA production to ensure attainment of NAVCRUITREG level loading, program and total goals and targets.

b. Evaluate NAVCRUITREG/NAVCRUITDIST/NAVRESCUITAREA productivity, provide feedback to and advise the NAVCRUITREG Commander/Deputy Commander of appropriate corrective action.

c. Monitor NAVCRUITDIST/NAVRESCUITAREA training programs/requirements.

8. Reporting Relationships

a. Report to the Deputy Commander concerning all matters relating to enlisted recruiting.

b. Authorized direct liaison with the NAVCRUITDIST/NAVRESCUITAREA EPOs and COMNAVCRUITCOM Operations Department (N3) personnel.

9. Prerequisites

a. Successful completion of NAVCRUITCOM ORIENT UNIT EPO course. Completion of NAVCRUITCOM ORIENT UNIT Processor Course within six months of assuming duties is recommended.

b. PQS qualification as EPO within nine months of assuming duties.

c. Previous experience as NAVCRUITDIST/NAVRESCUITAREA EPO is desirable.

REGION CHIEF RECRUITER

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Function. Master Chief Navy Counselor NEC-2186 and representative of the NAVCRUITREG Commander in matters pertaining to recruiter production, recruiting programs/aids, training of Chief Recruiters, NAVCRUITREG conferences and specific problem areas affecting the overall NAVCRUITREG recruiting effort as directed by the Commander. Operate as the NAVCRUITREG Commander's primary assistant in stimulating production to achieve goal. Also responsible for knowing and being able to perform the items listed in the Enlisted Recruiter, Officer Recruiter, Recruiter in Charge (RinC), Zone Supervisor (ZS), Assistant Chief Recruiter (ACR) and Chief Recruiter (CR) job descriptions.

Major Responsibilities

(R

1. Administration

a. Communicate periodically with the COMNAVCRUITCOM Chief Recruiter in order to provide input data and to exchange ideas and recommendations regarding all recruiting programs.

b. Provide articles of interest to enlisted members for existing command newsletters addressing recruiting production efforts, current Navy enlisted programs and policies.

c. Meet with field personnel for the purpose of recruiter training and exchanging ideas to improve production. Accompany the NAVCRUITREG Commander on official visits to subordinate units for the same purpose.

d. Provide the NAVCRUITREG Commander with an evaluation of the impact of existing and proposed policies affecting enlisted personnel and their dependents.

e. Assist in the reception of official enlisted visitors to the Navy Recruiting Region.

f. Maintain and promote the effectiveness of the chain of command.

g. Attend periodic seminars with the COMNAVCRUITCOM Chief Recruiter and other NAVCRUITREG Chief Recruiters for the purpose of evaluating current, and developing new recruiting strategies and training techniques.

h. Ensure established policies are adequately explained, understood and carried out by subordinates to effectively develop and use basic and advanced recruiting principles and leadership skills.

i. Encourage enlisted members to maintain the highest standards of conduct and general appearance through effective middle management.

j. Routinely attend Department Head and staff meetings to promote more effective communication between the officer and enlisted communities.

h. Initiate and submit evaluations on NAVCRUITREG Trainers and other enlisted personnel as directed.

2. Resource Planning and Allocation. Act as a member of or advisor to Recruiter Production, Training, PQS, Suitability Boards and other boards and councils as directed by the NAVCRUITREG Commander.

3. Training. In conjunction with the Region CMC coordinate the monitoring of NAVCRUITDIST/ NAVRESCRUITAREA training programs/requirements.

4. Marketing

a. Provide feedback to the NAVCRUITREG EPO and Trainers on observations that are derived during field visits.

b. Monitor and assist in the implementation of NAVCRUITREG sales strategies in the NAVCRUITDIST/NAVRESCRUITAREAs.

5. Recruiting

a. Assist and advise the NAVCRUITREG Commander with active engagement in subordinate commands on matters concerning recruiting production, moral and welfare.

b. Make recommendations concerning improvement to the field recruiting force.

c. Initiate actions to achieve NAVCRUITREG production goals.

d. Visit and assist NAVCRUITDIST/NAVRESCRUITAREAs in their production efforts.

e. Monitor NAVCRUITREG production statistics and make recommendations to improve production in order to ensure that quality and quantity goals are met.

f. Monitor coordination between NAVCRUITDIST/NAVRESCRUITAREAs and Reserve activities in the Navy Recruiting Region.

g. Monitor training assist visits that may be required/requested.

h. Conduct recruiting middle manager training of CRs and ACRs.

i. Monitor training progress of CRs, ACRs and ZSSs.

j. Make recommendations concerning personnel under consideration for CR, ACR and ZS positions. (R)

k. Make field visit reports as needed to the NAVCRUITREG Commander concerning production at NAVCRUITDIST/NAVRESCRUITAREAs.

l. Assist NAVCRUITDIST/NAVRESCRUITAREA CRs as requested/directed in hands-on training of field personnel.

m. Monitor NAVCRUITDIST/NAVRESCRUITAREA attrition (RTC and DEPPers) and make recommendations for improvements to the NAVCRUITREG Commander.

6. Quality Control

a. Follow COMNAVCRUITCOM/NAVCRUITREG policies regarding waiver recommendations.

b. Conduct field visits.

7. Reporting Relationships. Reports to the Region Enlisted Programs Officer; authorized direct liaison with the Commander, Navy Recruiting Region. Authorized direct liaison with COMNAVCRUITCOM CR in matters affecting managerial effectiveness.

8. Prerequisites. Must be a Career Recruiter Force (CRF) (NEC 2186), Master Chief Navy Counselor, who has served successfully as a NAVCRUITDIST/NAVRESCRUITAREA Chief Recruiter.

OFFICER PROGRAM OFFICER

Function. Department Head for the Navy Recruiting Region Officer Programs Department. Advise the NAVCRUITREG Commander/Deputy Commander of those actions necessary to enhance attainment of assigned officer recruiting goals through the supervision of NAVCRUITREG personnel, application of resources and direct liaison with the NAVCRUITDIST/NAVRESCRUITAREA OPOs. Assigned as NAVCRUITREG Diversity Officer, responsible for the implementation of diversity initiatives and programs to recruit personnel of diverse racial and ethnic backgrounds for both officer and enlisted programs. The NAVCRUITREG OPO is also responsible for knowing and being able to perform the items listed in the Officer Programs Officer Job Descriptions.

Major Responsibilities

1. Administration

a. Ensure required publications and directives are properly maintained.

b. Supervise the preparation of reports and correspondence.

c. Provide departmental training and professional development input for inclusion in the NAVCRUITREG staff training plan and schedule, accomplish and document required training.

d. Review officer programs portions of NAVCRUITDIST/NAVRESCRUITAREA training plans to evaluate content, scheduling, accomplishment and documentation.

e. Ensure expeditious publication of current information and recruiting policy changes to the field.

f. Recommend awards or remedial action regarding enlisted recruiting performance for both NAVCRUITREG and NAVCRUITDIST/NAVRESCRUITAREA Staffs.

g. Maintain current knowledge of officer processing requirements, policies and procedures; advise and train NAVCRUITDIST/NAVRESCRUITAREA OPOs.

h. Maintain OPO PQS qualification status file, set POA&M for new OPOs to become PQS qualified and coordinate PQS boards.

i. Coordinate diversity events within the NAVCRUITREG. Order RADs and PROMOs as necessary; assign speakers for workshops.

j. Primary point of contact for all matters pertaining to the Campus Liaison Program.

k. Coordinate Diversity VIP travel within the NAVCRUITREG.

l. Report to COMNAVCRUITCOM the monthly diversity recruiting activity for NAVCRUITDIST/NAVRESCRUITAREAs within the NAVCRUITREG.

2. Resource Planning and Allocation

- a. Develop and submit a departmental budget input for inclusion in the budget.
- b. Distribute and monitor expenditure of assigned funds in accordance with the NAVCRUITREG Financial Plan.
- c. Review and ensure compliance with the transportation use policy and approve/disapprove TAD requests of departmental personnel.
- d. Maintain accountability of the material assigned to the OPO Department.
- e. Ensure efficient use of all available assets.
- f. Monitor NAVCRUITDIST/NAVRESCRUITAREA OPO personnel rotations and advise the NAVCRUITREG Commander/Deputy Commander of potential problems.
- g. Recommend to the Commander/Deputy Commander changes to the distribution of manpower allowances to support optimum use of personnel assets.
- h. Create and manage fiscal year diversity event schedule. Update COMNAVCRUITCOM 00C for national tracking of events.

3. Marketing

- a. Review officer recruiting portion of the NAVCRUITDIST/NAVRESCRUITAREA Marketing Operations Plans for compliance with directives and recommend approval, disapproval or modification to the NAVCRUITREG Marketing Support Officer, Deputy Commander and NAVCRUITREG Commander.
- b. Assist the Marketing Support Officer in evaluating the implementation and effectiveness of the officer portion of the NAVCRUITDIST/NAVRESCRUITAREA Marketing Operations Plans.
- c. Develop NAVCRUITREG production plans, DEP plans, and monitor attainment of officer recruiting targets, quality and goals.
- d. Through analysis and close liaison with the Marketing Support Officer, recommend the allocation of goals to the NAVCRUITDIST/NAVRESCRUITAREA.

4. Recruiting

a. Review the officer programs portion of the NAVCRUITDIST/NAVRESCUITAREA training plans to evaluate content, accomplishment and documentation.

b. Recommend changes to policies that support attainment of recruiting objectives.

c. Ensure NAVCRUITREG-wide dissemination of COMNAVCRUITCOM policies pertaining to officer programs.

d. Act as primary advisor to the commander/Deputy Commander on all matters regarding officer programs recruiting.

e. Maintain close liaison with COMNAVCRUITCOM program managers to ensure timely information on program changes, problems, and initiatives.

f. Recommend frequency of and conduct NAVCRUITREG officer recruiting conferences.

g. Ensure interface between OPO and EPO departments on recruiting matters of mutual interest and benefit.

h. Using management data and tools, monitor and analyze NAVCRUITREG/NAVCRUITDIST/NAVRESCUITAREA recruiting activity and production; advise the Commander of deficiencies limiting the attainment of objectives.

i. Monitor and brief the Commander/Deputy Commander on monthly statistical analysis, DEP growth and recruiting performance.

j. Provide continuity and management for all diversity programs and initiatives within the NAVCRUITREG. Liaison with COMNAVCRUITCOM HQ staff for the development and deployment of policy, criterion, and materials to optimize the Diversity accession process.

k. Conduct field and on-site reviews to assist and make recommendations in the planning, research and application of new diversity recruiting methods.

5. Applicant Flow. Ensure applicants, DEP personnel and active duty students are accurately accounted.

6. Evaluation

a. Monitor NAVCRUITREG/NAVCRUITDIST production to ensure attainment of goals and targets.

b. Evaluate NAVCRUITREG/NAVCRUITDIST/NAVRESCRUITAREA productivity, provide feedback to and advise the Commander/Deputy Commander of appropriate corrective action.

c. Monitor NAVCRUITDIST/NAVRESCRUITAREA training programs and requirements.

7. Reporting Relationships

a. Report to the Deputy Commander on all matters pertaining to officer recruiting.

b. Authorized direct liaison with COMNAVCRUITCOM Officer Programs Managers and NAVCRUITDIST/NAVRESCRUITAREA OPOs.

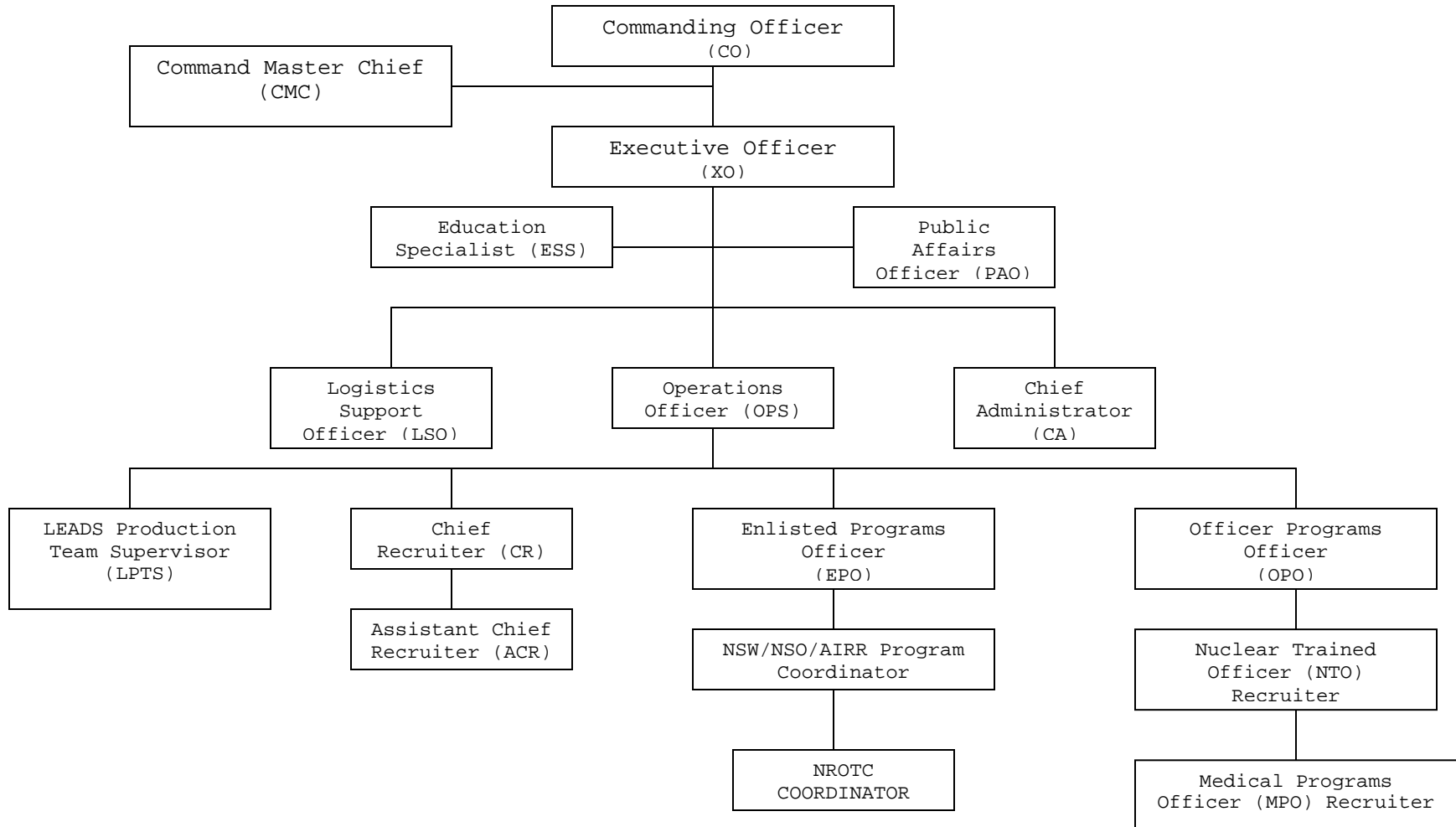
8. Prerequisites

a. Successful completion of NAVCRUITCOM ORIENT UNIT OPO course.

b. PQS qualifications as OPO with nine months of assuming duties.

c. Previous experience as a NAVCRUITDIST/NAVRESCRUITAREA OPO is desirable.

NAVY RECRUITING DISTRICT ORGANIZATION



Chapter Twelve

NAVY RECRUITING DISTRICT

Organizational Relationship

A Navy Recruiting District (NAVCRUITDIST) is an Echelon Five Command, established by authority of the Chief of Naval Operations, operating under the direction of a Commanding Officer who reports to the assigned Navy Recruiting Region Commander for operational and administrative control and to the appropriate regional commander as stipulated by OPNAVINST 5400.24 for area coordination.

Mission

Manage recruiting activity within the assigned NAVCRUITDIST in the recruitment of people who meet mental, moral, physical and other specific standards for enlistment, reenlistment, enlistment as officer candidates or for direct appointment as officers in the Regular Navy and Naval Reserve.

Major Responsibilities

1. Develop, implement and manage plans to recruit and select a sufficient number of candidates of the proper quality to meet the recruiting goals prescribed by the appropriate NAVCRUITREG Commander for the various officer and officer candidate (except Naval Academy midshipmen) programs in the Regular and Reserve components of the Navy.
2. Develop, implement and manage plans to recruit and select sufficient candidates of the proper quality to meet the recruiting goals prescribed for the various enlisted programs in the Regular and Reserve components of the Navy.
3. Plan, develop and maintain a NAVCRUITDIST-wide recruiting publicity program for the Navy Recruiting Command in printed, audio and visual media.
4. Maintain distribution control of recruiting aids and materials for use in Navy recruiting programs.
5. Maintain liaison with civilian Navy-oriented organizations and individuals who have agreed to actively support Navy recruiting.

6. Conduct analyses of recruiting activity performance, external influences, demographic data, personnel research reports and other essential information impacting upon the recruiting effort.
7. Provide support to assigned recruiting activities.
8. Coordinate with appropriate NAVCRUITREG Commanders for the preparation of the NAVCRUITDIST recruiting budget.
9. Coordinate matters pertaining to MEPS.
10. Foster the submission of suggestions from personnel that will lead to improved performance of the functions of the Navy Recruiting Command and encourage a high degree of initiative and discipline.
11. Quality of service for Navy personnel assigned to the NAVCRUITDIST (i.e. Professional Development, Quality of Life, Fitness, etc.).

NAVY RECRUITING PROCESSING STATION

The Navy Recruiting Processing Station (NRPS) is a recruiting activity established by authority of the Commander, Navy Recruiting Command. The Enlisted Processing Division Supervisor (EPDS), reports to the Commanding Officer of the NAVCRUITDIST via the Enlisted Programs Officer. The Navy Recruiting Processing Station is located in a city that has a Military Entrance Processing Station (MEPS); where savings in applicant travel costs, population potential and other factors warrant the assignment of support personnel to accomplish administrative and processing functions.

NAVY RECRUITING STATION

The Navy Recruiting Station (NAVCRUITSTA) is a recruiting activity established by authority of the Navy Recruiting District (NAVCRUITDIST) Commanding Officer in a center of population and market of sufficient size to warrant the permanent assignment of enlisted personnel for the purpose of recruiting within an assigned territory. A Navy Recruiting Station shall operate under a Recruiter in Charge who reports to the Commanding Officer of the parent NAVCRUITDIST through the Zone Supervisor, Chief Recruiter and Enlisted Programs Officer.

PART TIME OFFICE

The Part Time Office (PTO) is a sub-activity of a recruiting station that may be manned on specific days only, or may also operate under a permanently assigned recruiter who reports to a Recruiter in Charge of a neighboring recruiting station, based on the population and market.

COMMANDING OFFICER (CO)

Function. Responsible for implementing Commander, Navy Recruiting Command (COMNAVCRUITCOM) and Commander, Navy Recruiting Region (COMNAVCRUITREG) plans and policies throughout the NAVCRUITDIST. Develop and execute an operating plan that organizes the efforts of NAVCRUITDIST recruiting personnel to ensure that all goals and objectives, quantitative and qualitative, are met or exceeded.

Major Responsibilities

1. Administration

- a. Provide positive leadership and motivation to all assigned recruiting personnel.
- b. Implement policies of COMNAVCRUITREG, COMNAVCRUITCOM and higher authority.
- c. Carry out Command Managed Equal Opportunity (CMEO) programs.
- d. Evaluate the performance of assigned personnel and reward, counsel or correct as appropriate; approve Enlisted Performance Evaluations; submit Reports of Fitness on E7 and above.
- e. Ensure the NAVCRUITDIST vehicle operation, domicile to duty and safe driving policies are issued and enforced per current directives.
- f. Ensure that all new officer recruiters, enlisted recruiters and other NAVCRUITDIST personnel are knowledgeable of the following through NAVCRUITDIST orientation training:
 - (1) Economic, social, political and other NAVCRUITDIST characteristics.

(2) Special requirements, problems and opportunities these characteristics create for recruiters, policies and procedures.

(3) Operations and administrative functions of the NAVCRUITDIST.

(4) COMNAVCRUITCOM policy on Equal Opportunity, Sexual Harassment and Fraternization.

(5) COMNAVCRUITCOM Mission, Vision and Guiding Principles.

g. Ensure that the EPO and OPO develop the management and sales skills of assigned personnel through professional development programs, counseling and procedural guidance.

h. Ensure an effective Ombudsman and Sponsor program is established and enforced.

i. Ensure adherence to COMNAVCRUITCOM Quality of Life policies.

j. Establish command correspondence policies per SECNAVINST 5216.5.

k. Analyze and approve all internal investigations prior to submission to COMNAVCRUITCOM.

2. Resource Planning and Allocation

a. Ensure that NAVCRUITDIST objectives, strategies and plans are complied with per the NAVCRUITDIST Marketing Operations and Financial Plans.

b. Approve and monitor all goal allocations.

c. Review and approve the NAVCRUITDIST's marketing operations, training and financial plans.

d. Approve manpower allocations and personnel assignments.

e. Ensure proper management of property and stores for the NAVCRUITDIST.

f. Ensure that funds, facilities and vehicles are allocated, maintained and controlled to enhance the NAVCRUITDIST objectives.

g. Ensure that efficient purchasing procedures are established and observed by all persons including vehicle credit card holders.

h. Establish controls to ensure proper and efficient use of intra-NAVCRUITDIST transportation and TAD travel.

i. Ensure OPO/EPO properly monitor and distribute RAD items and films.

j. Ensure that Medical Service Corps, Nurse Corps Officer recruiters and Hospital Corpsmen dedicate themselves to recruiting Navy Medical Health Care applicants. They should not be burdened with excessive collateral duties or other duties administrative in nature that do not pertain to medical recruiting. However, they are subject to all other personnel management policies which apply to other recruiters.

k. Ensure that medical officer personnel are not assigned as Officer Program Officers without a waiver approved by the Director of Operations (N3).

3. Marketing

a. Ensure that NAVCRUITDIST Marketing Operations Plan objectives are met.

b. Maintain a continuing education community interface through educator liaison programs.

c. Ensure STEAM is conducted throughout the NAVCRUITDIST per current policy.

4. Recruiting

a. Monitor production to ensure that quality and quantity goals and diversity targets are met.

b. Ensure that the NAVCRUITDIST has a strong, viable DEP program.

c. Serve as a member of the Interservice Recruiting Council (IRC).

d. Conduct the liaison necessary with Centers of Influence (COI) to provide support of prospecting activities with leaders in business, civic, school and community organizations and reserve units.

e. Maintain liaison with Naval and Naval Reserve activities within the NAVCRUITDIST's area of responsibility.

5. Applicant Flow. Maintain MEPS liaison through close contact and visits with MEPS Commanders.

6. Quality Control

a. Ensure that prescreening procedures are adequate to minimize MEPS rejects.

b. Ensure that waiver policies are followed and quality control objectives are met.

c. Ensure that all testing policies are issued and adhered to ensuring requisite quality control.

d. Ensure a NAVCRUITDIST procedure is established to reduce kit errors.

7. Reporting Relationship. Reports to the Navy Recruiting Region Commander.

8. Prerequisites

a. Selected as qualified for command.

b. Completion of NAVCRUITCOM ORIENT UNIT ROMO course.

c. Visit successful NAVCRUITDIST Commanding Officer prior to assuming command.

COMMAND MASTER CHIEF (CMC)

Function. Principle enlisted advisor to the Commanding Officer; formulates and implements policies concerning morale, welfare, job satisfaction, discipline, training and assignment of enlisted personnel. The Command Master Chief takes precedence over all other enlisted members within the command and has

direct access to the Commanding Officer. When directed by the Commanding Officer, represents the Navy and the command at community and civic functions.

Major Responsibilities

1. Administration

a. Follow the guidance of the Navy's Command Master Chief Program per OPNAVINST 1306.2 and OPNAVINST 3120.32.

b. Maintain a close and professional interaction with the Commanding Officer in all areas affecting command climate, and the morale and good discipline of enlisted personnel.

c. Maintain a strong and professional interaction with all recruiters, especially those newly reported.

d. Monitor all personnel issues dealing with advancement, housing, medical and all professional development concerns.

e. Coordinate all activities with the command ombudsman and provide the necessary support required to ensure a strong network of information and any other concerns dealing with family members both within the NAVCRUITDIST and those that may be outside the NAVCRUITDIST boundaries.

f. Ensure career-counseling issues are expeditiously handled. This applies to, but is not limited to, orders, special programs (e.g., officers, special duty assignments, training, professional development), pay, duty preferences, and other career enhancement concerns.

g. Provide guidance and continuity per appropriate directives as a member of the following boards:

(1) Awards

(2) RCAP

(3) RDB - Recruiter Development Board

(4) Professional Development

(5) PQS

(6) CDB - Career Development Board

(7) Enlisted Evaluation and Fitness Report Ranking

(8) CMEO - Command Managed Equal Opportunity

(9) CAT - Command Assessment Team

(10) Welfare and Recreation Advisory Board

(11) Humanitarian Reassignment/Hardship Discharge Screening Board and other committees and boards deemed necessary by the Commanding Officer.

h. Provide military leadership and professional guidance to the Chief Petty Officers' mess. (CMCs ashore are not normally elected into office but serve in an advisory capacity. This allows other chief petty officers to fill in offices of the mess.)

i. Ensure that proper traditions in honors and ceremonies are fully explained and smartly executed. Ensure compliance with proper military courtesies and advise the Commanding Officer regarding proper execution of honors and ceremonies.

j. Discuss collateral duty assignments with the Commanding Officer so that incumbent retains the ability to make station visits, see all command personnel, and not be encumbered in any way from providing professional and military leadership support in strong implementation of command policies to maintain high morale, good order and discipline.

2. Training

a. Ensure that military and professional training is provided in a timely manner and that personnel are given adequate time to prepare for advancement and selection boards.

b. Be the key element in Petty Officer Indoctrination, CPO Indoctrination, NAVLEAD, Rights and Responsibilities Workshops, Command Assessment and Training Teams, Sponsor and Command Indoctrination Programs.

c. Monitor training in Sexual Harassment, Physical Fitness, Drug and Alcohol Abuse, Tobacco Cessation, Equal Opportunity and Safety.

d. Provide oversight and assistance to Delayed Entry Program (DEP) personnel. Monitor attrition and assist in training the Navy's newest Sailors.

3. Reporting Relationship. Reports directly to the Commanding Officer.

4. Quality Control. Assists the Commanding Officer during station visits as directed.

5. Prerequisites. Post Command Master Chief, NEC 9580, having successfully served as a Command Master Chief.

EXECUTIVE OFFICER (XO)

Function. Responsible for the execution of NAVCRUITDIST plans and policies as directed by the Commanding Officer. Provide for the effective and efficient use of NAVCRUITDIST personnel, coordinate all headquarters analysis efforts and act with full authority of the Commanding Officer in their absence. Must know and be able to perform the items listed in the Commanding Officer job description.

Major Responsibilities

1. Administration

a. Coordinate departmental inputs and ensure the implementation of NAVCRUITDIST training program.

b. Establish NAVCRUITDIST administrative procedures and assign collateral duties.

c. Monitor the NAVCRUITDIST administrative functions and ensure policy adherence; review all incoming correspondence to ensure correct action/routing assignment and staff guidance per SECNAVINST 5216.5.

d. Develop, publish and enforce NAVCRUITDIST vehicle operation, domicile to duty and safe driving programs per current directives.

e. Review disciplinary problems and take action as necessary.

f. Monitor NAVCRUITDIST physical security and security of classified material and tests.

- g. Responsible for civilian personnel management.
 - h. Ensure that the Recruiter Development Board is functioning in accordance with COMNAVCRUITCOMINST 5400.2.
2. Resource Planning and Allocation
- a. Coordinate departmental inputs and develop the NAVCRUITDIST financial plan.
 - b. Distribute and monitor the expenditure of funds per the approved financial plan.
 - c. Approve fund expenditures as delegated by the Commanding Officer.
 - d. Ensure efficient use of NAVCRUITDIST resources.
 - e. Recommend assignments of support personnel to the Commanding Officer.
 - f. Coordinate the command facilities program with the local General Services Administration/Corps of Engineers office.
 - g. Develop and implement long range manning plans to ensure continuity in officer and enlisted assignments.
 - h. Ensure that medical officer personnel are not assigned as Officer Program Officers without a waiver approved by the Director of Operations (N3).
3. Marketing
- a. Coordinate departmental inputs and supervise the development and regular update of the NAVCRUITDIST Marketing Operations Plan.
 - b. Assist in ensuring a current STEAM is conducted throughout the NAVCRUITDIST.
4. Recruiting
- a. Monitor production of officer and enlisted programs.
 - b. Ensure that NAVCRUITDIST support personnel support the DEP program in any way deemed appropriate, e.g., ensure

Commanding Officer DEP Welcome Aboard letters are sent to all DEPPers, parents and guidance counselors.

c. Initiate/foster COI relationships to enhance Navy awareness.

5. Applicant Flow. Monitor the effectiveness of officer and enlisted programs applicant processing.

6. Quality Control

a. Review, act on or recommend action on waivers per current directives.

b. Review applicant kits for quality, on a monthly basis.

7. Evaluation

a. Monitor the implementation and evaluate the effectiveness of the NAVCRUITDIST Marketing Operations Plan and training program.

b. Monitor intra-NAVCRUITDIST transportation use and TAD requests. Monitor Special Duty Assignment Pay (SDAP) for enlisted personnel and ensure it is properly annotated in their service records.

c. Monitor military bearing and appearance of all NAVCRUITDIST personnel.

d. Review waiver/attrition analysis for trends.

e. Ensure all FITREPS, evaluations and civilian performance appraisals are completed on time.

8. Reporting Relationships. Report to Commanding Officer.

9. Prerequisites. Completion of NAVCRUITCOM ORIENT UNIT ROMO course; executive officer screened. Completion of courses in civilian personnel management and security management is desirable.

EDUCATION SPECIALIST (ESS)

Function. Contribute to accessing quality Officer and Enlisted personnel by conducting liaison with civilian education and manpower officials to create awareness of Navy occupational and educational opportunities and enhance good relations between the Navy and the civilian community.

Major Responsibilities

1. Administration

a. Establish positive relationships between Navy recruiting personnel and the education community.

b. Provide information and materials to educators in support of career education.

c. Serve as Department Head. Attend and participate in NAVCRUITDIST Production, Planning and Training meetings.

d. Conduct training on Navy opportunities for educators at all levels, including teacher-training workshops.

e. Represents Navy at conventions, professional meetings and conferences. Select and adapt materials for their support.

f. Maintain a current record of the status of pending or approved state resolutions or laws affecting recruiter access, ASVAB and directory information, including copies of the existing resolutions and laws.

g. Organize, manage and serve as an escort for Educator Orientation Visits (EOV).

h. Collect money from EOV participants and maintain accurate records of receipts and expenditures.

i. Respond to educator inquiries and maintain a file of all written responses.

j. Maintain detailed records of the current status of directory information acquisition.

k. Maintain detailed records of the current status of ASVAB scheduling and testing for all high schools and two year, post secondary institutions serviced.

l. Maintain records of names and phone numbers of principle contacts in all high schools and two-year post secondary institutions serviced.

m. Participate in meetings of the Interservice Recruitment Committee (IRC).

n. Provide ASVAB post-test interpretation to counselors and students.

o. Participate in Campus Liaison Officer (CLO) functions.

p. Arrange for CLOs to participate in EOVs and education conventions and obtain nominations from CLO's for EOv participation.

q. Verify secondary status of education institutions per COMNAVCRUITCOM policy.

r. Verify accreditation status of education institutions per COMNAVCRUITCOM policy.

s. Organize and coordinate COI functions for key education officials, including post secondary school officials.

t. Inform educators in predominantly minority schools of Navy scholarship and OCS opportunities and assist qualified students in applying for appropriate programs.

u. Evaluate all enlisted applicants eligible for advanced pay grade.

v. Evaluate all alternative education such as Home School, Community College, Job Corps, National Guard Youth Challenge, and Adult High Schools.

w. Evaluate all foreign education credentials on applicants.

x. Maintain and publish Tier directory annually to determine Tier status of NAVCRUITDIST schools.

y. Maintain Recruiter Access to High Schools (RAHS) database and coordinate with other services to maintain accuracy.

2. Resource Planning and Allocation

a. Prior to the beginning of each school year, develop and submit a detailed plan of activities for liaison with high schools and two-year post secondary institutions, to the Commanding Officer via the Executive Officer.

b. Develop a monthly school visit schedule that accounts for schools that refuse the ASVAB, decline to furnish school lists or unduly restrict recruiter access.

c. Develop and annually submit a written budget request for the NAVCRUITDIST Financial plan which is compatible with the annual liaison plan for high school and two year post secondary institutions which account for all anticipated expenditures.

d. Manage resources and monitor the status of the education liaison budget by maintaining records that include expenditures and obligations versus authorization, including TAD expenditures.

e. Adhere to NAVCRUITDIST purchasing policies and intra-NAVCRUITDIST transportation use policies.

f. Participate in or provide input to NAVCRUITDIST budget planning meetings.

3. Marketing

a. Obtain educational data from state or local education systems relevant to the NAVCRUITDIST Marketing Operations Plan and provide the data to the NAVCRUITDIST Marketing Officer. Maintain a copy of the Marketing Operations Plan.

b. Interpret and analyze educational marketing data as required.

c. Make recommendations on the content of locally developed advertising materials, promotional materials and Navy awareness materials designed for use in the civilian education community.

d. Obtain two and four-year college catalogs for marketing and education evaluation.

e. Assist the COMNAVCRUITREG STEAM coordinator and provide all necessary high school and college information for inclusion.

f. Obtain current state secondary school standards/statutes and maintain current secondary public and private school directories.

4. Recruiting

a. Market and coordinate the scheduling of the ASVAB in Navy assigned secondary and two-year post secondary schools and stimulate student interest in Navy assigned schools.

b. Facilitate access of recruiters to high schools and two-year post secondary institutions by accompanying them on school visits to the maximum extent possible. Maintain a log of all such visits indicating school name, name of recruiter and date.

c. In conjunction with recruiter visits, train recruiters on methods of gaining access to high schools and post secondary schools.

d. Obtain and assist recruiters in obtaining and using directory information from all high schools and two year post secondary schools for which responsible.

e. Routinely consult with CR and ZS to determine where assistance is required in high schools and post secondary schools.

f. Train all incoming recruiters on education liaison functions.

g. Train recruiters on high school ASVAB and changes related to the high school testing program.

h. Assist recruiters in arranging for workshops and presentations in high schools and community colleges.

i. Coordinate with PAO and recruiters in regard to scheduling public affairs events in the schools.

j. Assist recruiters in establishing liaison with state manpower officials with particular emphasis on job service offices.

k. Review school folders in conjunction with field assist visits and help recruiters validate accuracy.

l. Obtain four year and two year college enrollment lists and provide information to OPO/EPO.

m. Assist OPO in identification of school and direct markets by accompanying officer recruiters on college visits, assisting with medical/nurse VIP's and organizing COI events.

5. Applicant Flow

a. Administer ACT testing program for NROTC applicants IAW COMNAVCRUITCOM directives.

b. Conduct NAPT testing as required (must be designated in writing).

c. Verify all enlisted applicants education classification.

6. Quality Control. Submit ESS activity reports.

7. Evaluation

a. Annually evaluate and report (in writing) not later than 15 July the results of the previous school year's Education Liaison Program. This report is submitted to the NAVCRUITDIST Commanding Officer with a copy to the NAVCRUITREG Commander.

b. Maintain files and documentation to reflect accomplishment of assigned tasks for evaluation by the Commanding Officer.

8. Reporting Relationships. Reports to the NAVCRUITDIST Commanding Officer.

9. Prerequisites

a. Bachelor degree required.

b. Knowledge of education principles, theories and techniques.

c. Understanding of complex test instruments, e.g., ASVAB, NFQT.

- d. Possess valid state driver's license.
- e. Ability to meet and deal with all levels of civilian educators.
- f. Previous working knowledge and experience in marketing is desired.
- g. Working knowledge of computer applications such as Microsoft Word and Excel is desired.
- h. GS-11: Basic qualification same as GS-9 plus one year of satisfactory performance as a COMNAVCRUITCOM field ESS at the GS-9 level.

PUBLIC AFFAIRS OFFICER (PAO)

Function. Principal advisor to the NAVCRUITDIST Commanding Officer (via the Executive Officer) on issues related to public affairs, media, Speakers Bureau press related to community events; ensure efficient and effective planning and execution of public affairs activities.

Major Responsibilities

- 1. Administration
 - a. Receive, disseminate and maintain copies of public affairs guidance from high authority. (SECNAVINST 5720.44)
 - b. Provide an annual budget report. (COMNAVCRUITCOMINST 5400.1)
 - c. Complete an annual Command History Report. (OPNAVINST 5750.12 and SECNAVINST 5720.44)
 - d. Submit After Action Reports following participation in major planned events. (COMNAVCRUITCOMINST 5400.2)
 - e. Conduct regularly scheduled field training for recruiters when making NAVCRUITSTA visits. (COMNAVCRUITCOMINST 5400.2 and 5400.1)
 - f. Participate in the command check-in/indoctrination program. (SECNAVINST 5720.44)

- g. Develop and use a command public affairs plan by fiscal year. (SECNAVINST 5720.44 and COMNAVCRUITCOMINST 5400.2)
- h. Develop and implement a community relation's calendar. (SECNAVINST 5720.44 and COMNAVCRUITCOMINST 5400.2)
- i. Create a Public Service Advertising (PSA) plan of action for the greatest use of PSA within their NAVCRUITDIST and track PSA broadcasting. (COMNAVCRUITCOMINST 5400.2)
- j. Maintain a "Friends of the Navy" contact list. (SECNAVINST 5720.44)
- k. Conduct media visits at least one day a month. (COMNAVCRUITCOMINST 5400.2)
- l. Manage and operate a command Fleet Hometown News Program (FHTN) for Sailors and Delayed Entry Program members. (SECNAVINST 5724.3)
- m. Submit news releases and feature news material to local media in support of recruiting objectives. (COMNAVCRUITCOMINST 5400.2 and 5400.1)
- n. Maintain properly annotated new releases on file for two calendar years. (SECNAVINST 5720.44)
- o. Maintain a news clip file. (SECNAVINST 5720.44)
- p. Publish a professional command newspaper/newsletter. (SECNAVINST 5720.44)
- q. Maintain a current library of Navy Recruiting Productions. (COMNAVCRUITCOMINST 5400.2)
- r. Be designated command "Audiovisual Manager." (COMNAVCRUITCOMINST 5290.1)
- s. Be designated command "Webmaster", and maintain the command Internet and Intranet site. (SECNAVINST 5720.44)
- t. Conduct yearly visits at all Navy Recruiting Stations (NAVCRUITSTAs), providing training and assistance. (COMNAVCRUITCOMINST 5400.2 and 5400.1)
- u. Attend and participate in Zone and NAVCRUITDIST Production, Planning and Training meetings.

v. Assist NAVCRUITSTAs as liaison for photo sessions, newspaper reporting of DEP functions; provide information on military awareness and appreciation activities to promote Navy awareness.

w. Act as liaison for all visiting Navy performance teams and traveling exhibits.

x. Analyze effectiveness of local public affairs programs and PSAs; make necessary adjustments.

2. Resource Planning and Allocation

a. Provide input to the NAVCRUITDIST financial plan identifying resources to support planned public affairs activities.

b. Distribute and monitor the expenditure of assigned departmental funds per the approved financial plan; ensure effective accounting of funds expended for NAVCRUITDIST public affairs programs.

3. Marketing. Sustain active Public Service Advertising and media programs. Assist EPO and OPO department in identifying beneficial Navy awareness and recruiting opportunity events.

4. Recruiting. No assigned duties.

5. Evaluation

a. Ensure NAVCRUITDIST public affairs programs are conducted per SECNAVINST 5720.44, appropriate COMNAVCRUITCOM and NAVCRUITREG directives and the NAVCRUITDIST public affairs plan.

b. Analyze effectiveness of local public affairs programs and PSAs; make necessary adjustments.

c. Provide feedback to COMNAVCRUITCOM concerning effectiveness of national public affairs programs and activities.

6. Reporting Relationships. Reports to the Commanding Officer via the Executive Officer.

7. Prerequisites

- a. Navy Journalist, pay grade E6 or above.
- b. Successful completion of NAVCRUITCOM ORIENT UNIT Public Affairs training.

LOGISTICS SUPPORT OFFICER (LSO)

Function. Responsible for ensuring compliance with all regulations concerning procurement and the authorized expenditure of government funds and the efficient operation of the Logistics Support Department. The Logistics Support Officer is also responsible for knowing and being able to perform the functions of the Supply Petty Officer, Material Control Petty Officer and Vehicle Clerk.

Major Responsibilities

1. Administration

- a. Ensure compliance with command policy regarding fiscal and supply functions.
- b. Initiate, recommend, review and submit awards/disciplinary action for assigned personnel.
- c. Responsible for implementing all aspects of security regarding the supply department.
- d. Initiate, review and disseminate all incoming/outgoing supply department correspondence.
- e. Serve as Department Head. Attend and participate in Zone/NAVCRUITDIST Production/Planning/Training meetings.
- f. Supervises all personnel attached to the supply department (civilian and military).

2. Resources Planning and Allocation

- a. Advise the Commanding Officer and Executive Officer on fiscal and supply matters.
- b. Ensure that the NAVCRUITDIST Financial Plan is compiled.
- c. Administer the NAVCRUITDIST's approved Financial Plan.

- d. Responsible for documentation of the authorized expenditure of government funds in support of the command mission.
 - e. Ensure proper maintenance of property records.
 - f. Provide accountability for property assigned to the supply department. Administer the property accountability program for the NAVCRUITDIST.
 - g. Manage records pertaining to maintenance and accounting of vehicles.
 - h. Review all purchase orders for legality, completeness and make recommendations for command approval.
 - i. Provide management control of general use consumables.
 - j. Review out of pocket and travel claims for compliance with current directives.
 - k. Ensure efficient use of all assigned resources. Track and analyze cell phone and government vehicle use for command awareness.
 - l. Monitor facilities use and management. Coordinate facilities moves, repairs and upgrades, etc.
 - m. Explain and enforce the RAD Collateral Material Program.
 - n. Review monthly Travel Card Delinquency Report for past due accounts and ensure timely payments are made.
 - o. Manage the command's Government Lease Housing program.
 - p. Coordinate and budget for phased replacement program for all resources (i.e. Fax machines, copiers, etc.).
3. Evaluation. Assist in evaluating performance of command programs against expenditures.
4. Training
- a. Submit input to the annual training plan.
 - b. Implement COMNAVCRUITCOM/COMNAVCRUITDIST training program.

c. Schedules, prioritizes, conducts, monitors, enforces, adjusts, documents and inspects the supply department training program.

d. Ensure in rate study time is provided to supply personnel IAW COMNAVCRUITCOM directives.

6. Reporting Relationship. Reports to Executive Officer.

7. Prerequisites

a. Officer must be a NAVCRUITCOM ORIENT UNIT ROMO course graduate.

b. Enlisted must be an SKC (E7) or above.

OPERATIONS OFFICER (OPSO)

Function. Responsible for the oversight of NAVCRUITDIST Enlisted and Officer production as directed by the Commanding Officer. Provide for the effective and efficient use of NAVCRUITDIST production resources and act with full authority of the Executive Officer when absent. Must know and be able to perform the items listed in the Enlisted Programs Officer (EPO) and Officer Programs Officer (OPO) job descriptions.

Major Responsibilities

1. Administration

a. Manage the Operations Directorate with regard to economy in the expenditure of funds and employment of personnel.

b. Manage implementation of recruiting programs, policies and procedures as promulgated by the Region or CNRC Headquarters.

c. Recommend direction and guidance for the Navy Recruiting District in implementing established practices, policies, and procedures.

d. Provide oversight of the Enlisted Programs Department.

e. Provide oversight of the Officer Programs Department.

f. Provide oversight of the LEADS Production Team.

g. Review, adjust and forward fitness reports and performance evaluations on all assigned personnel.

2. Resource Planning and Allocation

a. Assist in developing the NAVCRUITDIST Marketing Operations, Training, Advertising and Financial plans.

b. Recommend approval or disapproval of TAD requests for Enlisted and Officer Programs Department personnel.

c. Ensure efficient use of all available assets.

d. Recommend to the Commanding Officer and Executive Officer assignments for field and selected support personnel.

e. Review the long-range manning plan to ensure continuity in Navy Recruiting Stations (Enlisted and Officer).

3. Marketing

a. Develop departmental productions plan and provide feedback information to update the NAVCRUITDIST Marketing Operations Plan based on the analysis of its accomplishment.

b. Monitor LEADS tracking reports, LEADS expenditures and LEADS conversion.

4. Training

a. Compile, review and submit input to the annual training plan.

b. Implement COMNAVCRUITCOM and NAVCRUITDIST training program.

c. Schedule, monitor, and inspect the Enlisted and Officer Programs Departments training programs.

5. Recruiting

a. Ensure the fair and equitable allocation of all assigned goals.

b. Track potential problems in the DEP and ensure problems are resolved in advance of ship date.

c. Ensure that NAVCRUITSTAs' establish and maintain rapport with Reserve activities.

d. Monitor overdue leads and ensure proper disposition.

6. Processing. Ensure actions directed by the command with regard to DEPPers are taken expeditiously.

7. Quality Control

a. Review the applicant waiver kits and make recommendations to the Commanding Officer.

b. When designated, interview waiver applicants and act in accordance with COMNAVCRUITCOM, COMNAVCRUITREG and NAVCRUITDIST policy.

c. Conduct field visits.

8. Evaluation

a. Evaluate NRD productivity and adherence to the NAVCRUITDIST Marketing Operations Plan and advise the Commanding Officer and Executive Officer.

b. Evaluate trend analysis of potential Recruiter misconduct as reported in RQAT monthly reports. Recommend courses of action and training to address areas of concern.

9. Reporting Relationships

a. Reports to the Commanding Officer and Executive Officer concerning matters related to the Operations Directorate.

b. Authorized direct liaison with the NAVCRUITREG OPSO in matters affecting managerial effectiveness.

10. Prerequisites. Successful completion of NAVCRUITCOM ORIENT UNIT OPSO course.

CHIEF ADMINISTRATOR (CA)

Function. Department Head for Administrative/Personnel department. Implement administrative and personnel policies and is responsible for the efficient and effective administrative functioning of the NAVCRUITDIST. The Chief Administrator is

also responsible for knowing and being able to perform all the functions of the department.

Major Responsibilities

1. Administration

a. Advise on and implement command policy relating to administrative and personnel procedures.

b. Attend and participate in Zone, NAVCRUITDIST, Production, Planning and Training meetings.

c. Implement and direct the effective use of word processing equipment and techniques.

d. Review intra-NAVCRUITDIST transportation/TAD requests and recommend approval or disapproval for department personnel.

e. Act as civilian personnel officer under the guidance of the Executive Officer.

f. Screen, monitor and ensure proper routing of all incoming and outgoing correspondence.

g. Maintain close coordination with the servicing PSD to ensure proper accountability of personnel and maintenance of Officer and Enlisted service records.

h. Supervise typing of Officer and Chief Petty Officer Fitness Reports and Enlisted Performance Evaluations.

i. Submit NCIPS event changes to PSD.

j. Maintain NAVCRUITDIST Officer manpower documents and provide statistics.

k. Supervise, train and counsel all personnel assigned to the Administration Department (military and civilian).

l. Maintain command reports tickler files.

m. Initiate, review, and forward performance evaluations on assigned personnel.

2. Resource Planning and Allocation

a. Assist in development to provide input to the Executive Officer for inclusion into the NAVCRUITDIST Marketing Operations and Financial Plans.

b. Distribute and monitor the expenditure of assigned department funds per the approved financial plan.

c. Maintain accountability of property assigned to the Administrative Department.

d. Ensure the efficient use of all assigned resources.

3. Training

a. Submit input to Annual Training plan.

b. Implement the COMNAVCRUITCOM/NAVCRUITDIST training program for the Administrative Department.

c. Schedule, prioritize, monitor, conduct, enforce, evaluate, adjust, document and inspect the Administrative and Personnel Departmental training program.

d. Ensure in-rate study time is provided to Administrative Department personnel in accordance with COMNAVCRUITCOM policy.

4. Quality Control. Maintain quality control over all official command correspondence.

5. Reporting Relationships

a. Reports to the Executive Officer.

b. Maintain liaison with the OPO/EPO regarding matters in support of personnel and recruiting efforts.

6. Prerequisites. From the Personnel Specialist or Yeoman rating or qualified civilian employee.

LEAD PRODUCTION TEAM SUPERVISOR (LPTS)

Function. Supervise the generation, processing, and tracking of leads through newspaper advertising, direct mail, and other local advertising; track all National LEADS forwarded to the Officer/Enlisted recruiting force as prospects for enlistment/selection into the Navy. Must know and be able to perform items

listed in the Recruiter job description and must have completed the RinC PQS.

Major Responsibilities

1. Administration

- a. Ensure compliance with all required security measures.
- b. Identify, compile, submit and disseminate required LEAD Production Team (LPT) logs/reports.
- c. Maintain LPT files.
- d. Identify by name/rank, perform administrative liaison with and explain the COMNAVCRUITCOM production and processing chain of command.
- e. Participate in NAVCRUITDIST Marketing Council, Advertising Department Head, Zone and NAVCRUITDIST production/planning/training meetings.
- f. Review, initiate, enforce and disseminate all incoming/outgoing correspondence/directives.
- g. Consult with Executive Officer, Officer Programs Officer, Enlisted Programs Officer and Chief Recruiter prior to implementing changes that impact planned operations.
- h. Supervise LPT daily routine and personnel (military and civilian).
- i. Establish LPT working hours as necessary.
- j. Initiate, review and forward evaluations on assigned personnel.
- k. Conduct indoctrination briefings of all newly assigned support and recruiting personnel.
- l. Recommend recognition and awards for LPT personnel and recruiters effectively using leads and referrals.
- m. Prepare recommended advertisements for approval of the XO, OPO, EPO and Chief Recruiter.

2. Training

- a. Submit input to Annual Training Plan.
- b. Implement COMNAVCRUITCOM/NAVCRUITDIST training plan.
- c. Schedules, prioritizes, monitors, conducts, enforces, evaluates, adjusts, documents and inspects the LPT training program.
- d. Ensure in-rate study time is provided to LPT personnel per COMNAVCRUITCOM policy.
- e. Provides training to field personnel in the proper management of local and national LEADS.

3. Managing Resources

- a. Develop and provide Executive Officer with department input to the NAVCRUITDIST Marketing Operations and Advertising Plans.
- b. Review historical LPT production date to determine lead generation trends.
- c. Review current and projected assets to determine production capabilities.
- d. Review monthly advertising/newspaper analysis to determine best ads/newspapers to support the NAVCRUITDIST goals.
- e. Review monthly direct mail tracking reports to identify most productive letters/name lists and ways to minimize postage costs consistent with the mission.
- f. Review recruiting program goals with EPO/OPO to determine command priorities.
- g. Develop, adjust and submit LPT budget input.
- h. Develop and submit manning requirements to Executive Officer.
- i. Identify and manage LPT production objectives and field support.

j. Establish and adjust LEAD and referral objectives and field support for the LPT as directed by the NAVCRUITDIST Marketing Council.

k. Ensure that all name lists are processed and maintained properly in the automated database for purposes of market identification and direct mail.

l. Ensure that accurate and complete advertising, direct mail and referral information is expeditiously forwarded to the field.

m. Evaluate recruiter feedback on advertising, direct mail and referrals.

n. Evaluate production reports and identify and advise the NAVCRUITDIST Marketing Council of problem areas requiring improvement and recommend solutions.

o. Monitor effectiveness of advertising and direct mail campaigns.

4. Quality Control

a. Ensure all leads and referrals are screened and meet program requirements outlined by the EPO/OPO.

b. Ensure LPT prospect files accurately reflect activity generated through advertising and dispositions reported by recruiters.

5. Evaluation. Analyze LEADS production and advertising cost effectiveness and recommend ways to improve production and/or recruiter quality of life within existing resources.

6. Prerequisites

a. E7 or above.

b. NEC 9585 with successful field experience.

c. Recruiter PQS qualified and must have completed the RinC module.

d. Ability to use a microcomputer.

7. Reporting Relationships. Report to Executive Officer; authorized direct liaison with department heads.

CHIEF RECRUITER (CR)

Function. Serve as a Department Leading Chief Petty Officer. Execute the command-training program on behalf of all production/processing personnel. Manage, supervise and coordinate the use of all NAVCRUITDIST resources, training and systems to attain recruiting goals. Primary advisor to the EPO in matters pertaining to enlisted production. Advisor to the OPO in matters pertaining to officer production. Responsible for knowing and being able to perform the functions listed in the Enlisted Recruiter, Officer Recruiter, RinC, ZS and ACR job descriptions.

Major Responsibilities

1. Production

a. Ensure goaling model is supported by current marketing data.

b. Assist EPO in analyzing and adjusting zone goaling and submission to Commanding Officer for inclusion into goaling letter.

c. Develop and monitor the Production Plan.

d. Establish strategies to ensure attainment of command's mission and objectives.

e. Ensure monthly NAVCRUITDIST production objectives are being met.

f. Review waiver and attrition quality control analysis.

g. Ensure the NAVCRUITDIST production personnel are effectively utilizing the LEADS process.

h. Ensure the NAVCRUITDIST Delayed Entry Program is in accordance with current directives.

i. Act as primary advisor to the chain of command on all matters related to DEP; focal point for any NAVCRUITDIST directives related to DEP.

2. Training

a. Execute the command training and indoctrination program in accordance with current directives.

b. Ensure in rate study time is provided for all enlisted personnel per COMNAVCRUITCOM policy.

c. Submit input to NAVCRUITDIST Command Training Plan.

d. Ensure NAVCRUITDIST compliance with PQS training program.

e. Train, mentor and counsel Assistant Chief Recruiter and NAVCRUITDIST Trainer.

f. Ensure Recruiter Development Board, Career Development Board and Command Indoctrination programs are conducted per current directives.

3. Administration

a. Liaison with all levels of the Chain of Command.

b. Supervise Assistant Chief Recruiter and NAVCRUITDIST Trainer.

c. Document performance, conduct and document training and counseling, initiate, review, adjust and forward written Evaluations and Fitness Reports on all subordinates as appropriate.

d. Inform chain of command prior to implementing changes that impact on planned Zone operations.

e. Ensure reports, instructions, notices and policy changes are distributed to production/processing personnel.

f. Ensure timely/accurate submission from EPO department of required reports/correspondence.

g. Develop and promulgate Chief Recruiter monthly planner/itinerary in accordance with current directives.

4. Managing Resources

- a. Assist EPO in developing departmental input to the NAVCRUITDIST Marketing Operations Plan.
- b. Monitor, maintain and update NAVCRUITDIST STEAM and MAPINFO programs.
- c. Evaluate and recommend changes to NAVCRUITDIST market and territory analysis, STEAM data, SMART systems and goal allocation.
- d. Submit input for proposed FY budget to EPO.
- e. Ensure Assistant Chief Recruiter, NAVCRUITDIST Trainer attain applicable milestones specified in the NAVCRUITDIST Marketing Operations Plan.
- f. Conduct NAVCRUITDIST production and planning meetings.
- g. Submit strategic manning plan.
- h. Ensure proper documentation is compiled for CANREC continuation boards and new hires.
- i. Ensure incoming personnel are assigned a sponsor and NAVCRUITSTA.

5. Reporting Relationships. Reports to the EPO; authorized direct liaison with the Commanding Officer. Authorized direct liaison with NAVCRUITREG CR in matters affecting managerial effectiveness.

ASSISTANT CHIEF RECRUITER (ACR)

Function. Serve as an Assistant Department Leading Chief Petty Officer. Train and develop Zone Supervisors, DEP Coordinator and Special Program Recruiters. Assist in the coordination of all NAVCRUITDIST training resources and systems to attain enlisted recruiting goals. Assists the Enlisted Programs Department in all matters pertaining to enlisted production. Responsible for knowing and being able to perform the functions listed in the Enlisted Recruiter, RinC, ZS and NAVCRUITDIST Trainer job descriptions.

Major Responsibilities

- 1. Production

- a. Prepare marketing data to support the enlisted goaling process.
- b. Assist in the development and execution of the enlisted production plan.
- c. Develop and analyze the NAVCRUITDIST Production Evaluation Worksheet.
- d. Assist in the establishment of monthly recruiting strategies.
- e. Conduct daily production reviews with Zone Supervisors and NF/6yo programs recruiter.
- f. Analyze and adjust NAVCRUITDIST production plan to ensure objectives are being met.
- g. Conduct waiver and attrition quality control analysis.
- h. Ensure Zone Supervisors comply with current Delayed Entry Program directives.
- i. Ensure leads are followed-up in a timely manner. Monitor and reduce overdue leads.

2. Training

- a. Provide input to the Enlisted Programs Department Training Plan.
- b. Train and provide mentorship to Zone Supervisors.
- c. Assist in the planning, coordinating and conducting of the NAVCRUITDIST monthly production meeting.
- d. Maintain training records for immediate subordinates.

3. Administration

- a. Supervise Zone Supervisor, 6YO/NF recruiter.
- b. Document performance, conduct and document training and counseling, initiate, review, adjust and forward written Evaluations and Fitness Reports on all subordinates as appropriate.

c. Inform chain of command prior to implementing changes impacting planned Zone operations.

d. Ensure reports, instructions; notices and policy changes are distributed to enlisted production personnel.

e. Ensure timely submission from Zone Supervisors of required reports.

f. Develop and submit Assistant Chief Recruiter monthly planner/itinerary to CR for approval.

4. Managing Resources

a. Assist CR in providing input to the EPO for the NAVCRUITDIST Marketing Operations Plan.

b. Assist CR in conducting STEAM.

c. Evaluate and recommend changes to NAVCRUITDIST market and territory analysis, STEAM data, SMART systems and goal allocation.

d. Submit input for proposed FY budget to CR.

e. Ensure the chain of command is updated on personnel gains and losses.

f. Provide recommendations for initial recruiter assignment.

g. Provide recommendations for the hiring and placement of CANREC recruiters.

h. Provide recommendations for recruiter moves and comply with current directives.

i. Provide input for recruiter development boards.

j. In the CR's absence, authorized to assume all duties and responsibilities of the CR.

5. Reporting Relationships. Reports to the CR; authorized direct liaison with the Enlisted Programs Officer.

ENLISTED PROGRAMS OFFICER (EPO)

Function. Department Head for the Enlisted Programs Department. Ensures attainment of enlisted recruiting goals through supervision of assigned personnel and application of resources. Primary advisor to the Commanding Officer in matters pertaining to enlisted production.

Major Responsibilities

1. Administration

a. Monitor vehicle operation, domicile to duty and traffic safety programs within the Enlisted Programs Department.

b. Ensure complete and timely submission of EPO Department recurring and required reports.

c. Supervise the preparation of special reports, inquiry responses and other matters relating to enlisted recruiting.

d. Ensure DEP and residual files are properly maintained.

e. Ensure expeditious publication of current information and changes regarding enlisted recruiting.

f. Maintain accountability for assigned property.

g. Ensure the department follows all proper security procedures.

h. Ensure proper military bearing and dress for personnel assigned to the department.

i. Recommend awards or remedial action regarding enlisted recruiting performance.

j. Initiate, review, adjust and forward fitness reports and performance evaluations on all assigned personnel.

k. Attend and participate in Zone and NAVCRUITDIST Production, Planning and Training meetings.

l. Ensure departmental Personnel Qualification Standards (PQS) are effectively managed.

m. Ensure Recruiter Development Boards (RDB's) are held as required on all Enlisted Programs department recruiters.

n. Ensure proper turnover of Station/Zone assets, including DEP Custody, at each occurrence of RinC/Zone Supervisor turnover.

o. As Test Control Officer, ensure proper accountability, testing and administration of the DLAB and NAPT testing.

p. Identify goals and distribute based on current Marketing data.

q. Analyze and adjust Zone goaling and submit to EPO for inclusion into Goaling letter.

2. Resource Planning and Allocation

a. Assist in developing the NAVCRUITDIST Marketing Operations, Training, Advertising and Financial plans.

b. Distribute and monitor the expenditure of assigned funds in accordance with the approved financial plan.

c. Recommend approval or disapproval of TAD requests for department personnel.

d. Ensure efficient use of all assigned resources.

e. Recommend to the Commanding Officer and Executive Officer assignments for field and selected support personnel.

f. Assist in the development and implementation of a long-range manning plan to ensure continuity in Navy Recruiting Stations.

3. Marketing

a. Develop departmental productions plan and provide feedback information to update the NAVCRUITDIST Marketing Operations Plan based on the analysis of its accomplishment.

b. Ensure that a current STEAM is conducted and used throughout the NAVCRUITDIST Enlisted Programs Department per current policy.

c. Allocate fair and equitable distribution of all enlisted goals.

d. Monitor LEADS tracking reports, Enlisted LEADS expenditures and LEADS conversion.

4. Training

a. Compile, review and submit input to the annual training plan.

b. Implement COMNAVCRUITCOM and NAVCRUITDIST training program.

c. Schedule, monitor, and inspect the Enlisted Programs Department training program.

d. Ensure in-rate study time is provided to personnel assigned to the Enlisted Programs Department per COMNAVCRUITCOM policy.

e. Monitor PQS attainment of all Enlisted Programs Department personnel. Ensure compliance with COMNAVCRUITCOMINST 1136.2 (PQS).

f. Ensure physical readiness training within the Enlisted Programs Department is in compliance with OPNAVINST 6110.1.

5. Recruiting

a. Supervise the Chief Recruiter to ensure the attainment of assigned goals.

b. Identify weaknesses or deficiencies in the DEP program and assist the Chief Recruiter in training to them. Conduct DEP and RTC attrition analysis to reduce overall attrition, especially to reduce in-month losses.

c. Track potential problems in the DEP and ensure problems are resolved in advance of ship date.

d. Monitor the overall effectiveness of the Nuclear Programs Team, including Priority Rating attainment.

e. Monitor the overall effectiveness of Diversity, 6YO/NF and R/Z recruiting efforts to ensure that diversity, 6YO/NF and R/Z recruiting are active programs.

f. Ensure coordination with the OPO team on recruiting matters of mutual interest. Ensure that liaison with local labor and governmental employment personnel are maintained in the NAVCRUITDIST.

g. Ensure that NAVCRUITSTAs' establish and maintain rapport with reserve activities.

h. Monitor the follow-up of QNE and rejected applicants for possible future enlistments.

i. Monitor departmental overdue leads and ensure proper disposition.

6. Processing

a. Supervise the Enlisted Processing Division Supervisor and ensure compliance with applicable COMNAVCRUITCOM directives.

b. Maintain liaison with the MEPS Operations Officer to ensure expeditious and courteous processing for Navy applicants.

c. Establish an applicant control system to meet DEP Slope Target (DST) requirements.

d. Ensure an expeditious; efficient and proper classification interview system is in operation in accordance with current BUPERS and COMNAVCRUITCOM policy.

e. Ensure actions directed by the command with regard to DEPPers are taken expeditiously.

f. Ensure applicants and enlistees are accounted for within the NAVCRUITDIST.

7. Quality Control

a. Review the applicant waiver kits and make recommendations to the Commanding Officer.

b. When designated, interview waiver applicants and act in accordance with COMNAVCRUITCOM, COMNAVCRUITREG and NAVCRUITDIST policy.

c. Ensure that an expeditious, efficient and complete quality control operation exists for the processing of applicant records.

d. Selectively review enlistment kits to ensure kit quality.

e. Review enlistment error feedback information and ensure corrective action is taken to prevent recurrence.

f. Conduct monthly DEP Retention, DEP Attrition and RTC Attrition analysis.

g. Ensure proper management of Recruiting Referral Recognition program.

8. Evaluation

a. Evaluate departmental productivity and adherence to the NAVCRUITDIST Marketing Operations Plan.

b. Evaluate the accomplishment of departmental plans and attainment of objectives and advise the Commanding Officer and Executive Officer of their status.

c. Ensure that a viable Navy Recruiting Station Inspection and Discrepancy Correction POA&M is in place, used and properly tracked.

9. Reporting Relationships

a. Report to the Commanding Officer and Executive Officer concerning matters relating to the department.

b. Authorized direct liaison with the other department heads and NAVCRUITREG EPO in matters affecting managerial effectiveness.

10. Prerequisites. Successful completion of NAVCRUITCOM ORIENT UNIT EPO course.

11. Qualification. Must obtain PQS qualification as Enlisted Programs Officer within nine months of assuming the billet.

**NAVAL SPECIAL WARFARE/NAVAL SPECIAL OPERATIONS/AIR RESCUE
SWIMMER (NSW/NSO/AIRR) PROGRAMS COORDINATOR**

Function. Actively manage and coordinate the use of Navy recruiting resources to provide sufficient numbers of qualified applicants for enlistment into the Naval Special Warfare/Navy Special Operations (NSW/NSO), specifically SEAL/SWCC/EOD/DIVER, and Air Rescue Swimmer (AIRR) Programs. Must know and be able to perform items listed in the Enlisted Recruiter job description.

Major Responsibilities

1. Administration

a. Identify NAVCRUITDIST processing and production chain of command.

b. Identify, maintain, disseminate and explain all COMNAVCRUITCOM NSW/NSO/AIRR program policies and directives.

c. Effectively communicate NSW/NSO/AIRR program requirements and ensure compliance with COMNAVCRUITCOM instructions, policies, and guidance to NAVCRUITDIST leadership and field recruiters.

d. Compile and submit all required NSW/NSO/AIRR reports, logs, spreadsheets, etc.

e. Install and maintain the NSW/NSO/AIRR working tickler.

f. Inform Recruiting Stations and Zones of current and new release NSW/NSO/AIRR specific RADS, videos, poster material, and other advertising media available.

2. Training

a. Submit NSW/NSO/AIRR specific input to the command's annual training plan.

b. Identify and work to improve NSW/NSO/AIRR DEPPers' physical fitness levels and motivation in order to increase success rate in their respective training pipelines.

c. Train and qualify specific NAVCRUITDIST representatives who will assist in the physical screening of NSW/NSO/AIRR DEPPers, specifically the Physical Screening Test (PST).

d. Ensure NAVCRUITDIST representatives (RinC or above) conducting and/or supervising the PST or specific physical training, understand and follow operational risk management to mitigate risk and or injury to NSW/NSO/AIRR DEppers.

e. Schedule, monitor, prioritize, conduct, enforce, evaluate, adjust, document, and inspect the NSW/NSO/AIRR DEP training program.

3. Recruiting

a. Use professional sales skills to recruit potentially qualified applicants.

b. Assist in market and territory analysis to develop NSW/NSO/AIRR recruiting objectives and plans in support of the NAVCRUITDIST Marketing Operations Plan (MOP).

c. Conduct sales interviews specifically tailored to NSW/NSO/AIRR programs.

d. Work with recruiters to develop productive and ongoing professional relationships with high school and college athletic coaches and/or athletic staffs, and other applicable Centers of Influence.

e. Conduct presentations and campus visits at high schools and colleges.

f. Coordinate NSW/NSO/AIRR specific recruiting events and Hometown Area Recruiting Program (HARP) with NSW/NSO/AIRR personnel.

g. Liaise with applicable contributed NSW/NSO/AIRR support personnel.

4. Applicant Flow. Maintain liaison with MEPS Liaison personnel on matters relating to NSW/NSO/AIRR classification and reclassification.

5. Resource Management

a. Provide input to the NAVCRUITDIST Marketing Operations Plan and assist in NSW/NSO/AIRR programs Market and Territory analysis, with input/assistance from the COMNAVCRUITCOM NSW/NSO/AIRR Program Manager pertaining to successful NSW/NSO/AIRR graduate demographics.

b. Maintain contact with pertinent training command advisors (RTC, NTC, and NSW/NSO/AIRR training pipeline commands through COMNAVCRUITCOM NSW/NSO/AIRR Program Manager).

c. Assist Zones and Recruiting Stations in obtaining current RADS, posters, handouts, video presentations, etc. concerning NSW/NSO/AIRR programs. Maintain close working relationship with LEADS Production Team (LPT).

d. Provide CR and EPO with NSW/NSO/AIRR programs prospecting and processing information.

e. Act as liaison with Active Duty, Reserve, and former NSW/NSO/AIRR personnel to enhance networking capability throughout the NAVCRUITDIST.

f. Ensure the accurate and timely accounting of funding sources dedicated to the execution of assigned programs.

6. Managing Processing

a. Assist recruiters/classifiers in processing and tracking NSW/NSO/AIRR programs applicants and waiver submissions.

b. Coordinate with recruiters to schedule the Physical Screening Test (PST).

c. Inform the chain of command of all NSW/NSO/AIRR program DEPpers status, to include PST, attrition, etc.

d. Inform chain of command of any NSW/NSO/AIRR DEPper that fails or is otherwise no longer eligible for the NSW/NSO/AIRR program.

e. Ensure proper DEP management through proactive mentorship of all NSW/NSO/AIRR program DEPpers.

7. Reporting Relationship

a. Report to the CR.

b. Maintain a proactive and professional relationship with the COMNAVCRUITCOM NSW/NSO/AIRR Program Manager.

8. Prerequisites. Complete the NSW/NSO/AIRR orientation-training course.

OFFICER PROGRAMS OFFICER (OPO)

Function. Department Head for the Officer Programs Department and the focal point for NAVCRUITDIST officer recruiting matters. Ensure attainment of officer recruiting goals by processing sufficient numbers of qualified civilian applicants for commissioning or enlistment into the United States Navy through the supervision of assigned personnel and application of assigned resources. Must obtain Officer Recruiter PQS in addition to OPO PQS. Serves as the Diversity Coordinator for Officer Programs.

Major Responsibilities

1. Administration

a. Recommend, initiate, review, forward and monitor OPO Department promotions, awards, Enlisted Evaluations, Chief Petty Officer and Officer Fitness Reports and disciplinary action.

b. Ensures adherence to governing directives relative to privacy act information. Serve as the Test Control Officer (TCO) responsible for testing materials.

c. Prepare, review, or compiles and disseminates incoming and outgoing reports, correspondence and directives.

d. Ensure that required publications and directives are maintained and current.

e. Use MS Office as appropriate.

f. Enforce domicile to duty vehicle use, operation and maintenance requirements for vehicles assigned to the OPO Department.

g. Ensure management of assigned Active Duty Officer candidates per existing regulations.

h. Supervise, train and counsel OPO Department personnel (military and civilian).

i. Conduct enlistment and commissioning ceremonies.

2. Resource Management

a. Provide input to the NAVCRUITDIST Marketing Operations and Advertising Plans. Monitor and adjust plans to ensure consistent attainment of assigned recruiting goals and targets.

b. Initiate, adjust and execute the OPO Department annual budget.

c. Recommend assignment of personnel in the OPO Department to Executive Officer.

d. Ensure that Medical Service Corps, Nurse Corps Officer recruiters and Hospital Corpsmen dedicate themselves to recruiting Navy Medical Health Care applicants. They should not be burdened with excessive collateral duties or other duties administrative in nature that do not pertain to medical recruiting. However, they are subject to all other personnel management policies which apply to other recruiters.

d. Maintain the accountability of plant and minor property assigned to the OPO Department.

e. Monitor and distribute OPO RAD items.

3. Marketing

a. Perform a market and territory analysis to develop objectives and plans in support of the NAVCRUITDIST Marketing Operations Plan.

b. Formulate, distribute, monitor and analyze quarterly officer activity and recruiting goals.

4. Recruiting

a. Ensure liaison is established and maintained with the chain of command, other services, local community leaders, colleges, Inactive Reserve Officers, Navy and Marine Reserve Units, Blue and Gold Officers, CLOs and Professors of Naval Science in the NAVCRUITDISTs area of responsibility.

b. Ensure visits are conducted to colleges on a scheduled basis and campus data notebooks are properly documented.

c. Inform enlisted recruiters of visits to colleges in their areas.

d. Approve officer recruiting team travel itineraries.

e. Recruit for potentially qualified persons through the use of all approved prospecting methods.

f. Coordinate the various activities of the OPO recruiting team members (MEDVIPs, NUCVIPs, Chaplain Interviews, EOVS, exhibit vans, Navy bands, air shows, and parades).

g. Ensure applicants not qualified for Officer programs are referred to the Enlisted Programs Department.

h. Ensure leads are followed-up in a timely manner. Monitor and reduce overdue leads.

5. Applicant Flow

a. Maintain liaison with MEPS on matters relating to Officer applicants.

b. Ensure application kits are prepared in accordance with current directives.

c. Ensure applicant interviews, testing and processing procedures are conducted in accordance with current directives.

d. Ensure timely submission of application kits to COMNAVCRUITCOM.

6. Training

a. Submit input to annual training plan.

b. Implement NETC, COMNAVCRUITCOM and NAVCRUITDIST OPO Department training program.

c. Ensure compliance with COMNAVCRUITCOMINST 1136.2.

7. Selling

a. Personally observe, critique and train OPO recruiters in proper prospecting, interviewing and sales techniques.

b. Follow-up and close Qualified Not Enlisted (QNE) applicants.

c. Ensure proper DEP management.

8. Quality Control

a. Ensure applications are properly screened to make certain that mental, moral and physical requirements are met.

b. Monitor applicants in regard to quality standards.

c. Evaluate departmental productivity and adherence to the NAVCRUITDIST Marketing Operations Plan.

9. Evaluation. Perform and evaluate applicant waiver and application analysis.

10. Reporting Relationships. Reports to the Commanding Officer and Executive Officer; authorized direct liaison with department heads and Region OPO.

11. Prerequisites. Completed of NAVCRUITCOM ORIENT UNIT ROMO Course.

NUCLEAR TRAINED OFFICER (NTO) RECRUITER

Function. Locate and assist in the screening of qualified applicants for the Nuclear Propulsion Officer Candidate Program (NUPOC).

Major Responsibilities

1. Perform campus visits and conduct presentations for engineering students at local universities.

2. Prospect and qualify applicants for selection into the NUPOC program by conducting mock interviews and review of applicant's academic background and qualifications.

3. Make travel arrangements for applicants to attend NUCVIPs and DC interviews.

4. Solicit support from COIs in Engineering departments and present them with the opportunity to accompany students on a NUCVIP.

MEDICAL PROGRAMS OFFICER (MPO) RECRUITER

Function. To attain qualified applicants for selection into the Navy's medical community.

Major Responsibilities

1. Actively prospect for medical applicants by utilizing all marketing avenues.
2. Conduct presentations and campus visits at local medical schools as well as select undergraduate schools with desired programs.
3. Make travel arrangements for applicants to attend MEDVIPs and One Stop trips.
4. Solicit support from COIs from schools with medical programs and present them with the opportunity to accompany students on MEDVIPs.

NROTC COORDINATOR

Function. Locate and assist in processing sufficient numbers of qualified civilian applicants for commissioning into the United States Navy through the Naval Reserve Officers Training Corps (NROTC) Scholarship Program.

Major Responsibilities

1. Training
 - a. Schedule and conduct NROTC training for Recruiters at monthly zone training meetings. Training should be held as early in the NROTC season as possible.
 - b. Participate with Command Zone in Spotlight and hold refresher NROTC training.
 - c. Training will be documented and retained for Inspection Team review.
 - d. Training records will be kept by the NROTC Coordinator for two years.
 - e. Ensure recruiters have an NROTC Informational flyer to include in their sales book.
2. Prospecting/Recruiting
 - a. Maintain a NROTC high school presentation brief.

b. At a minimum ensure liaison is established and maintained with the chain of command, other services, local community leaders, colleges, Navy Reserve Officers, NNOA and ANSO, Blue and Gold Officers, CLO's, and Professors of Naval Science in the NAVCRUITDIST area of responsibility. COI'S should also be established with community organizations such as Lions Club, VFW, American Legion, Knights of Columbus, Rotary Club, Kiwanis, NAACP, and Scouting organizations.

c. Ensure visits are conducted at high schools on a scheduled basis and previous two years of NROTC Scholarship recipient data is properly documented.

d. Inform enlisted recruiters of visits to high schools and career fairs in their areas.

e. Maintain a complete list of all traditional high schools addresses and telephone listing for their area of responsibility.

f. Maintain a complete list of all JROTC High School Units, NROTC University Units, and Maritime Marine Academies addresses and telephone listings for their area of responsibility.

g. Actively prospect for High Quality ISR/Diversity candidates by soliciting school principals and counselors.

h. Maintain a list of all community and junior colleges, addresses and telephone listings.

i. Maintain an NROTC power point presentation for high school visits.

j. Recruit for potentially qualified persons through the use of all approved prospecting methods to include quarterly screening review of NAVCRUITDIST DEP Pool for NROTC candidates.

k. Establish close working relationship with MEPS Classifiers and NUC Recruiting Team to identify potential NROTC candidates.

l. Coordinate with EDSPEC to identify high school diversity demographics.

m. Coordinate closely with other recruiting team members, exhibit vans, career fairs, Navy bands, air shows, and parades to ensure NROTC is being represented.

n. Ensure applicants not qualified for the NROTC program are referred to the Enlisted Programs Department.

o. Maintain and ensure a leads list is followed-up in a timely manner. Monitor and reduce overdue leads.

3. Administration

a. Verify Coordinator and EPO have established an NROTC account with the ability to log on to NROTC website
<https://www.nrotc.navy.mil/nrotc.cfm>.

b. Ensure the following required publications, directives, and lists are maintained and current.

c. Commanding officer letter of designation as the NROTC Coordinator.

d. Maintain a current copy (electronic or paper) of COMNAVCRUITCOMINST 1533.4

e. Maintain a current Naval Academy Interest list.

f. Maintain a current Blue and Gold Officer list.

g. Maintain a current Campus Liaison Officer (CLO) list.

h. Maintain a COI list of NNOA, ANSO and Sea Cadets Units.

i. Maintain a current POA&M.

j. Maintain a Monthly Planner (for following month) reviewed and initialed by EPO. Planner will include at a minimum:

(1) High school visits scheduled

(2) High school career fairs scheduled

(3) Scheduled Congressional Academy Nights

(4) SAT/ACT test dates schedule

- (5) Applicant interviews
 - (6) Production meetings scheduled and attended
 - (7) Recruiter/Zone training conducted
 - (8) Holidays/leave periods scheduled
 - (9) Gate days scheduled
 - (10) Monthly DPR'S with EPO scheduled and being conducted
- m. Current Region Goaling Letter
 - n. Current Gate Days list
 - o. Current Selection Board date list
 - p. Weekly CNRC Production report
 - q. Maintain copy of previous fiscal year "Lessons Learned"
 - r. Copy of NROTC Coordinator PQS
4. Quality Control
- a. Ensure applications are properly screened to make certain that mental, moral and physical requirements are met.
 - b. Monitor applicants in regard to quality standards.
 - c. Evaluate NROTC productivity and adherence to the NAVCRUITDIST Marketing Operations Plan.
5. Applicant Processing
- a. All NROTC Coordinators will familiarize themselves with the required documentation and application submission procedures.
6. Applicant Flow
- a. Ensure application kits are prepared in accordance with current directives.

- b. Ensure applicant interviews, testing and processing procedures are conducted in accordance with current directives.

- c. Ensure timely submission of application kits to COMNAVCRUITCOM.

7. Resource Management

- a. Provide input to the NAVCRUITDIST Marketing Operations and Advertising Plans. Monitor and adjust plans to ensure consistent attainment of assigned recruiting goals and targets.

- b. Monitor and distribute NROTC RAD items.

- c. Attend NAVCRUITDIST Production meetings as required.

8. Marketing

- a. Provide input toward the development of the 12 month marketing plan in support of the NAVCRUITDIST Marketing Operations Plan.

- b. Copy of Lessons Learned from previous year.

9. Prerequisites

- a. Successful completion of NAVCRUITCOM NROTC Coordinators course.

- b. PQS qualifications as NROTC Coordinator within three months of assuming duties.

- c. Senior enlisted E6 and above for this position is mandatory.